The famous C.B.S. TELEVISION and RADIO Laff-Riot!
10¢
NO. 29
my Friend Irma
MARCH
ON SALE MONTHLY
ATLAS
WHAT KIND OF HUSBAND ARE YOU LOOKIN' FOR, IRMA?
NONE! I'M LOOKING FOR A SINGLE MAN!
PEANUTS
DAN DE CARLO

Build a Fine Business...Full or Spare Time!

I'll Put a "Shoe Store Business" in Your Pocket!

You Don't Invest a Cent!
I Furnish Everything Free!

Want to have lots of money in your pocket — always? Then rush the coupon below and start toward your own business. In many ways it's better than a retail store of your own! I plan to give it to you absolutely FREE. You don't invest a penny now or ever! Be in this highly profitable business QUICK.

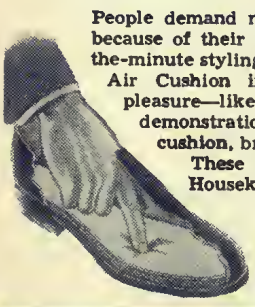
HERE'S WHY IT'S BETTER!

As the direct factory man handling the quick-selling line of this 47-year old, million-dollar company you have a limitless market, because everybody wears shoes. Start by selling to relatives, friends, neighbors. That will prove the fine quality leathers—superb craftsmanship—money-saving value—and unequalled comfort-fit! Then branch out on a big scale.

It's easy to fit folks in the exact style they want—no need to substitute—you draw on our huge factory stock of over 175,000 pairs plus huge daily factory production.

Sales build up from friend to friend quickly, like a snowball. Recommendations, repeat orders and new customers build you a big income in a surprisingly short time. No wonder some of our top Shoe Counselors make from $5 to $10 every hour they spend taking orders!

EXCLUSIVE FEATURES



People demand nationally advertised Mason Shoes because of their exclusive comfort features, up-to-the-minute styling. Foamy-soft exclusive Velvet-Eez Air Cushion innersole makes walking a real pleasure—like "walking on air!" Ten-second demonstration lets customer actually feel air cushion, brings quick sales!

These splendid shoes bear famous Good Housekeeping Guarantee Seal.

Velvet-Eez

MASON SHOE MFG. CO.

Dept. MA-64 CHIPPEWA FALLS, WISC.

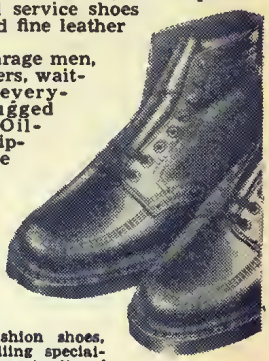
BIG, STEADY PROFITS FOR YOU — NO OVERHEAD!

That's right! You have all the advantages of a profitable shoe store business *without* the expenses of rent, light, heat, etc. You are independent and invest nothing but your time. Your generous profit is ALL YOURS! No wonder Mason men are making more money than ever before. Even if you start in spare time, you will soon want to devote full time to this steady, repeat-order big-income business!

No Experience Needed... Make Money First Hour!

You need no experience to make money right away. Some men have made up to 20 sales their first day. You feature 151 styles of smart dress shoes, casual sport shoes, and practical work and service shoes for men and women, boots and fine leather jackets, too.

Sell to service station and garage men, waiters, factory workers, barbers, waitresses, nurses, housewives—everybody! Such features as Rugged Horsehide Shoes, Neoprene Oil-Resistant Soles, Gro-Cork Slip-Resistant Soles, Steel Safety Toe shoes make Mason Shoes easy to sell.



SEND NOW!

I have a powerful Selling Outfit I'm going to send you absolutely FREE as soon as I receive your coupon. This outfit includes actual 10-second demonstrator, famous Automatic Selling Plan, and features exclusive Velvet-Eez Air-Cushion shoes, fine leather jackets—other fast-selling specialties. To take advantage of this opportunity of your life, rush me the coupon below NOW! You'll be glad you did!

SEND FOR FREE OUTFIT

Mr. Ned Mason, Sales Manager
Mason Shoe Mfg. Co., Dept. MA-64
Chippewa Falls, Wisc.

Please put a "Shoe Store Business" in my pocket by rushing FREE and postpaid your Powerful Selling Outfit—so I can start making Big Money my very first hour!

Name .....

Age .....

Address .....

Town..... State.....

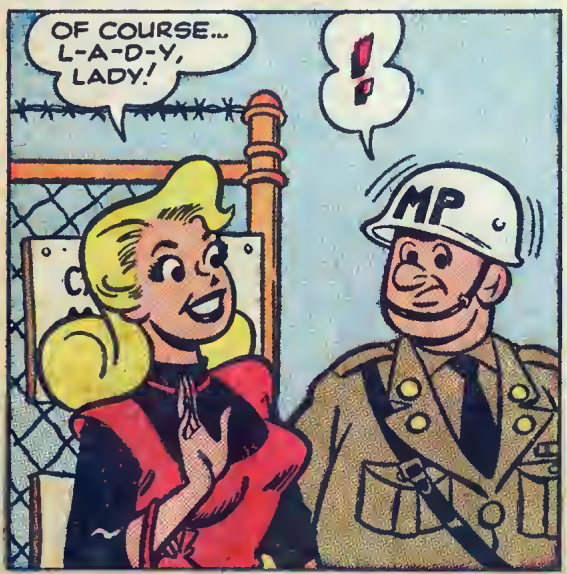
MY FRIEND IRMA is published MONTHLY by BROADCAST FEATURES PUBLICATIONS, INC. Office of Publication: 270 Park Avenue, New York, N.Y. Copyright 1953 by COLUMBIA BROADCASTING SYSTEM, INC., 485 Madison Avenue, New York, N. Y. Vol. 1, No. 29, March, 1953 issue. Price 10c per copy. Subscription rate $1.45 for 12 issues including postage. No similarity between any of the names, characters, persons, and or institutions appearing in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental.

Printed in the U.S.A.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

CAN YOU TELL ME WHERE I CAN FIND CAMP MESSKIT?
CAMP MESSKIT
CAMP MESSKIT SHOW YOUR PASS AT GATE
CAMP MESSKIT
MP
CAN'T YOU READ, LADY?
CAMP MESSKIT EAST GATE
IRMA'S OUTFIT BY: CELIA HAYWARD 6 FULWELL AVE. TYLDESLEY NR. M/C ENGLAND
by Stan Lee
B746



LOOK... THIS IS CAMP MESSKIT! NOW WHO ARE YOU LOOKING FOR?
MY COUSIN CLARENCE! HE OUGHTTA BE EASY TO FIND BECAUSE HE'LL BE WEARING A UNIFORM!

BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

LADY, WE HAVE THOUSANDS OF MEN IN UNIFORM!
GEE, IT MUST BE AN AWFULLY BIG UNIFORM!
CAMP MESSKIT
GO INSIDE THE SERVICE CLUB... THEY'LL HELP YOU FIND HIM THERE!
THANK YOU!
DO YOU KNOW MY COUSIN CLARENCE, SOLDIER?
SOLDIER?
I'LL HAVE YOU KNOW THAT I AM THE POST COMMANDER!
OH, I'M SORRY! I THOUGHT YOU WERE IN THE ARMY!
!
MAYBE THAT MAN CAN HELP ME... HE'S DRESSED DIFFERENTLY FROM EVERYBODY ELSE... HE MUST BE AN OFFICER!
EXCUSE ME, SIR, I'M LOOKING FOR MY COUSIN CLARENCE!
YEAH? WELL HE AIN'T IN HERE!

HE DIDN'T SAY MUCH... LIKE ALL GOOD SOLDIERS, HE MUST BE AFRAID OF GIVING AWAY MILITARY SECRETS!

LOOK AT THIS! IT'S DISGRACEFUL! DON'T THEY EVEN KNOW HOW TO SPELL THE NAME OF OUR OWN COUNTRY?
I'LL FIX IT!

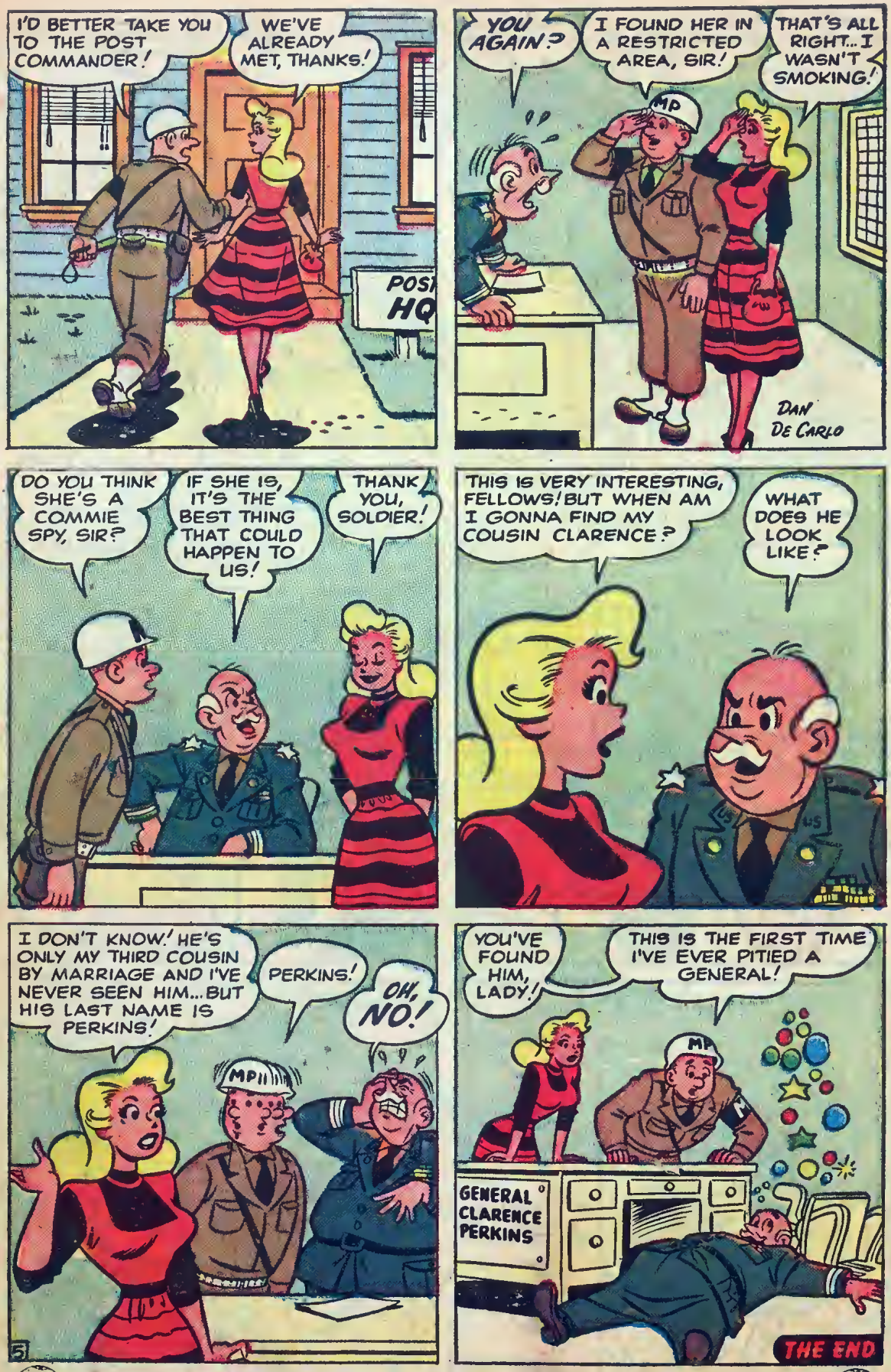
THERE! THAT'S BETTER!
A USO
FOR ENLISTED ONLY
DANCING NITE

LADY, I'M CAPTAIN CURTIS, THE PUBLIC RECREATIONS OFFICER! CAN I BE OF ANY ASSISTANCE?
YES, I'M LOOKING FOR MY COUSIN CLARENCE...

WHERE IS HE ATTACHED?
AT THE NECK, SHOULDERS AND LEGS... JUST LIKE EVERYBODY ELSE!

I MEAN DO YOU KNOW THE NAME OF HIS OUTFIT?
YES... IT'S CALLED A UNIFORM!
3

IS HE AN ENLISTED MAN?
NO, THEY DRAFTED HIM!
DO YOU KNOW HIS SERIAL NUMBER?
THERE'S NO SPECIAL ONE... SOMETIMES IT'S CORN FLAKES, SOMETIMES OATMEAL...
I HOPE FOR HIS SAKE THAT YOU DON'T FIND HIM!
'BYE!
GEE, EVERYBODY AROUND HERE IS SO NICE!
NO CIVILIANS ALLOWED IN THIS AREA
LADY! DIDN'T YOU SEE THAT SIGN?
YES, BUT I'LL TAKE ANOTHER LOOK IF YOU'RE SO PROUD OF IT! DID YOU PAINT IT YOURSELF?
YOU'RE ACTING MIGHTY SUSPICIOUS! HOW DO I KNOW YOU AIN'T A RED?
DON'T BE SILLY... ANYBODY CAN SEE I'M A NATURAL BLONDE!
4


I'D BETTER TAKE YOU TO THE POST COMMANDER!
WE'VE ALREADY MET, THANKS!
POST HQ
YOU AGAIN?
I FOUND HER IN A RESTRICTED AREA, SIR!
THAT'S ALL RIGHT... I WASN'T SMOKING!
MP
DAN DE CARLO
DO YOU THINK SHE'S A COMMIE SPY, SIR?
IF SHE IS, IT'S THE BEST THING THAT COULD HAPPEN TO US!
THANK YOU, SOLDIER!
THIS IS VERY INTERESTING, FELLOWS! BUT WHEN AM I GONNA FIND MY COUSIN CLARENCE?
WHAT DOES HE LOOK LIKE?
I DON'T KNOW! HE'S ONLY MY THIRD COUSIN BY MARRIAGE AND I'VE NEVER SEEN HIM... BUT HIS LAST NAME IS PERKINS!
PERKINS!
OH, NO!
MP
YOU'VE FOUND HIM, LADY!
THIS IS THE FIRST TIME I'VE EVER PITIED A GENERAL!
MP
GENERAL CLARENCE PERKINS
THE END
5

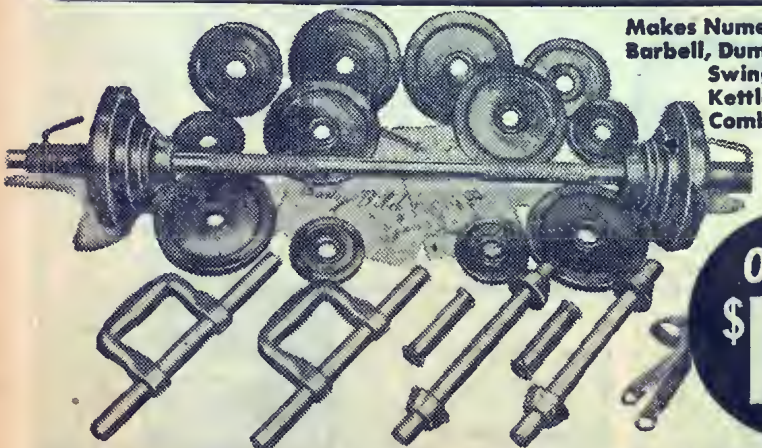
ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

My Friend IRMA
IRMA'S DRESS BY: PENNY HANSEN RAWSON BRIDGE CARY, ILLINOIS
B727(A)
JANEY, WHAT TIME IS IT?
THERE'S A CLOCK ACROSS THE STREET! TAKE A LOOK!
by Stan & Dan
JANE'S DRESS BY: MARY JO WILLIAMS THIRD ST. NEW VIENNA OHIO
I CAN'T SEE THAT FAR!
YOU CAN'T?
I CAN! YOU'D BETTER GET YOURSELF A PAIR OF GLASSES!
REALLY?
WELL, DID YOU GET A PAIR OF GLASSES?
YES, JANEY...
...BUT I STILL CAN'T SEE THAT CLOCK ACROSS THE STREET!

THE PROVED WAY TO BUILD MUSCLES OF STEEL!

Barbell training — that's the answer! No other type of exercise can build your muscles bigger or faster than the correct use of barbells. Thousands and thousands of young men all over the country are finding that barbell exercise gives them magnificent physiques in a few short weeks. You, too, can be powerful, can build muscles of steel. Try the PROVED way to gain massive strength and a dynamic body . . . order your "BODY-BILD" Barbells now—the equipment used by many champions!

"BODY-BILD" SPECIAL 41-PC. BARBELL SET



Makes Numerous Barbell, Dumbell, Swingbell, Kettlebell, etc. Combinations

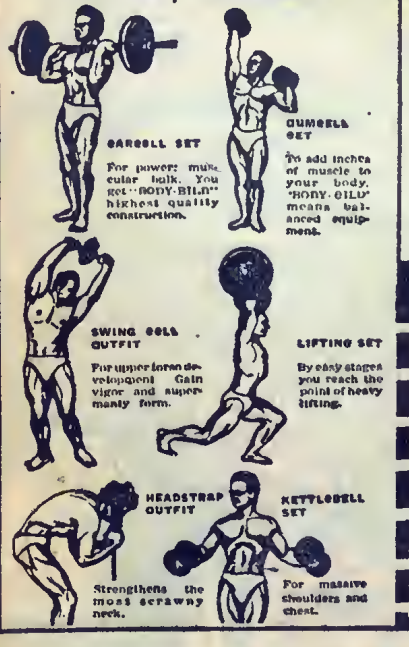
ONLY $16.95

GIVEN! Picture Book of Instructions

Guides you every step of the way. Pictures show you—instructions tell you — what to do. Want muscles and a gain in weight? Want to reduce, yet build bulging muscles? Just follow the book's instructions. This Picture Book of progressive exercises is given with every order.

"BODY-BILD" Barbells and Dumbells are the best made equipment money can buy, at prices that are lower than inferior brands. Wait 'til you see the "BODY-BILD" set you order. You will be overjoyed at the precision finish, the handsome gleaming appearance of each piece. "BODY-BILD" equipment is made to last a lifetime! Order now while our prices are low and sets are available.

"Body-Bild" Special Barbell Set Makes Many Combinations:


BARBELL SET
For power; muscular bulk. You get "BODY-BILD" highest quality construction.
DUMBELL SET
To add inches of muscle to your body. "BODY-BILD" means balanced equipment.
SWING BELL OUTFIT
For upper torso development. Gain vigor and supermanly form.
LIFTING SET
By easy stages you reach the point of heavy lifting.
HEADSTRAP OUTFIT
Strengthens the moss scrawny neck.
KETTLEBELL SET
For massive shoulders and chest.

SPECIAL OFFER
41-Pc. BARBELL SET

(shown above) Consists of

1 -	4 ft. steel bar	2 -	14" steel bars
6 -	Small collars	2 -	9" steel bars
2 -	Long collars	2 -	Kettlebells
2 -	5 lb. plates	2 -	7" steel bars
8 -	2½ lb. plates	2 -	5" steel sleeves
10 -	1¼ lb. plates	1 -	Headstrap
1 -	Wristroller		

Other "Body-Bild" Barbell Sets As Low As $12.95

2.	30 lb. Dumbell Set	$ 8.95
3.	50 lb. Barbell Set	12.95
4.	100 lb. Barbell Set	20.95
5.	110 lb. Barbell Set	22.95
6.	160 lb. Barbell Set	31.95
7.	210 lb. Barbell Set	41.95
8.	360 lb. Barbell Set	69.95

All Prices F.O.B. Foundry Mansfield, Pa.

BODY-BILD BARBELL CO., Dept. 1004
26 East 46th Street, New York 19, N. Y.

MAIL COUPON TODAY — AND BE ON YOUR WAY TO A DYNAMIC, POWERFUL, MUSCULAR BODY!

BODY-BILD BARBELL CO., Dept. 1004
26 East 46th Street, New York 19, N. Y.

ORDER THIS WAY:

Gentlemen: I enclose $..... Rush me Body-Bild Set No..... Include my Picture Book of Instructions. (At least ⅓ down payment required with C.O.D. orders. Freight charges to be paid by customer.)

NAME _____

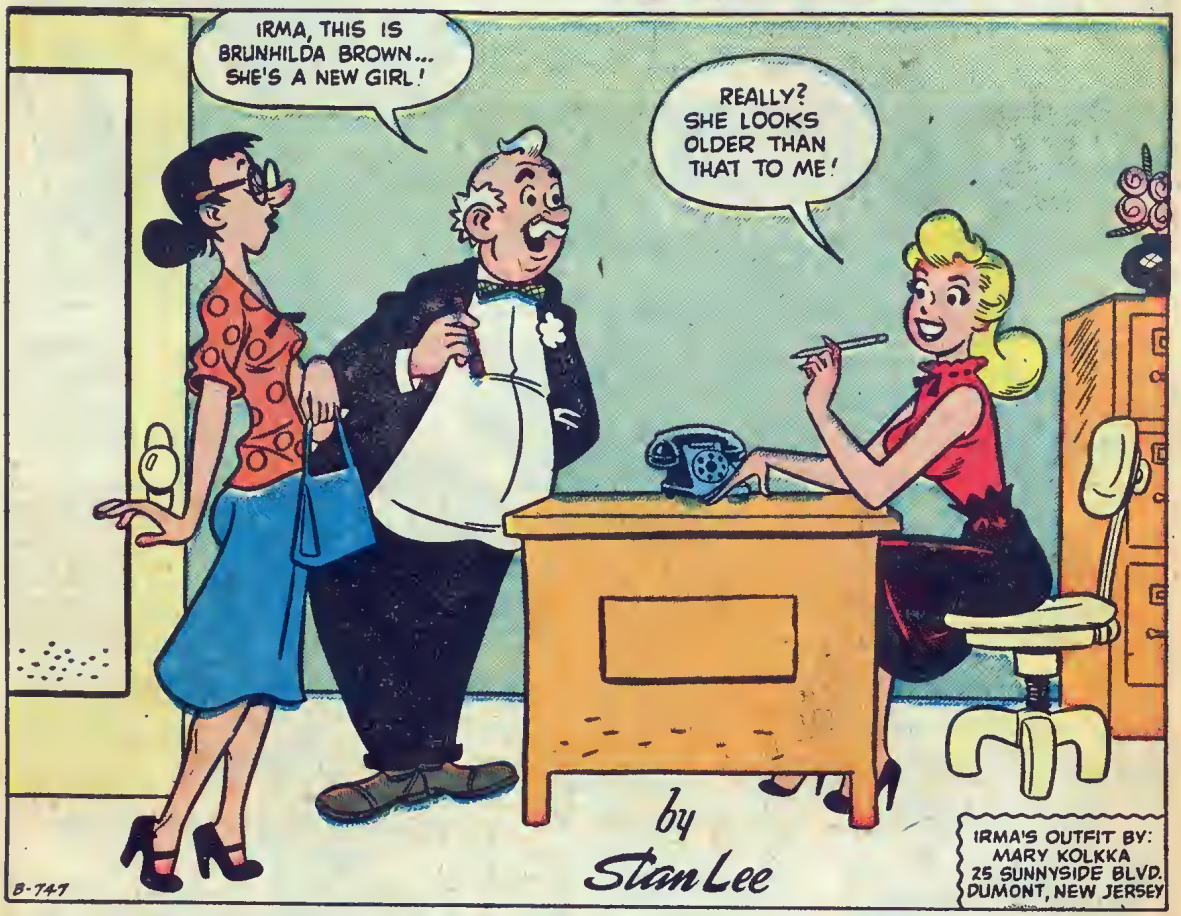
ADDRESS _____

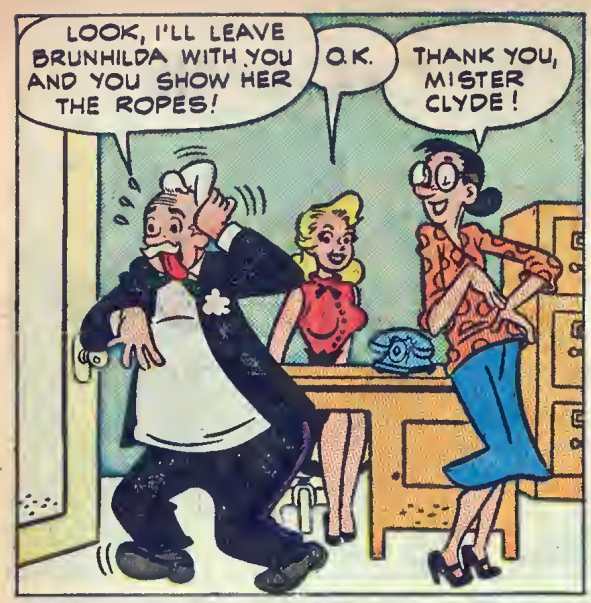
CITY _____ ZONE _____ STATE _____

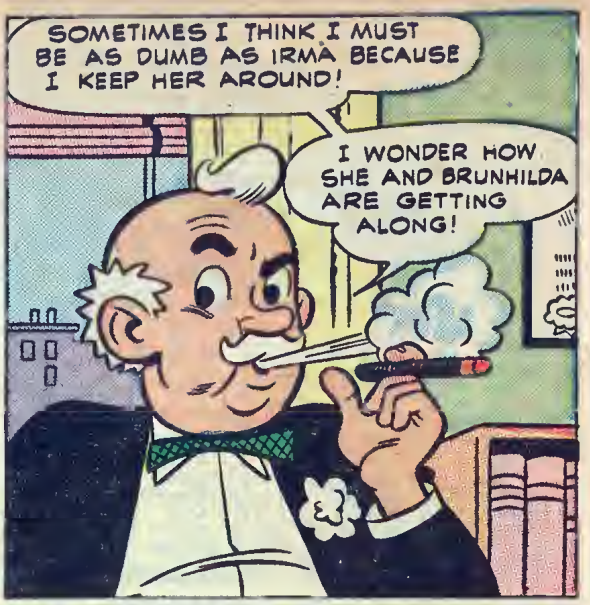
AGE _____ WEIGHT _____ HEIGHT _____

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

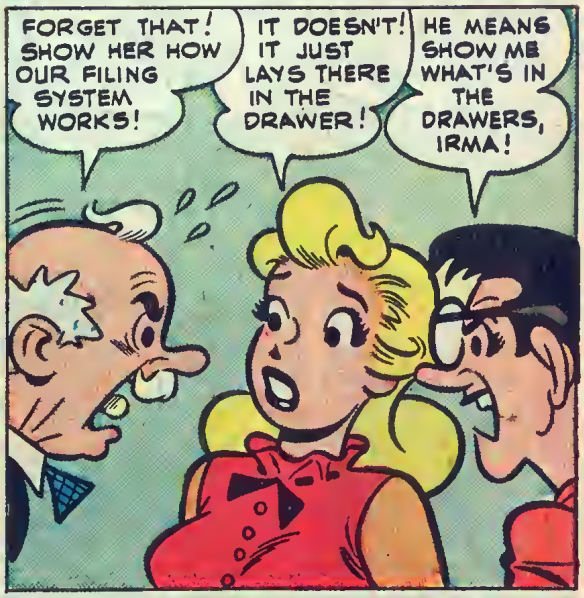
My Friend IRMA


IRMA, THIS IS BRUNHILDA BROWN... SHE'S A NEW GIRL!
REALLY? SHE LOOKS OLDER THAN THAT TO ME!
by Stan Lee
B-747
IRMA'S OUTFIT BY: MARY KOLKKA 25 SUNNYSIDE BLVD. DUMONT, NEW JERSEY

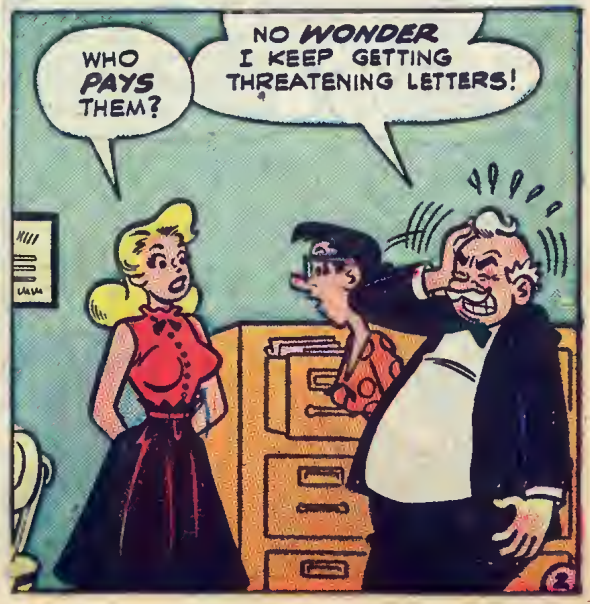

LOOK, I'LL LEAVE BRUNHILDA WITH YOU AND YOU SHOW HER THE ROPES!
O.K.
THANK YOU, MISTER CLYDE!


SOMETIMES I THINK I MUST BE AS DUMB AS IRMA BECAUSE I KEEP HER AROUND!
I WONDER HOW SHE AND BRUNHILDA ARE GETTING ALONG!

IRMA! WHAT IN TARNATION ARE YOU DOING?
I COULDN'T FIND ANY ROPES, SO I'M SHOWING HER THE STRINGS, INSTEAD!


FORGET THAT! SHOW HER HOW OUR FILING SYSTEM WORKS!
IT DOESN'T! IT JUST LAYS THERE IN THE DRAWER!
HE MEANS SHOW ME WHAT'S IN THE DRAWERS, IRMA!

O.K.! THIS IS THE DRAWER WE KEEP OUR BILLS IN!
AND WHERE DO YOU PUT THEM AFTER YOU PAY THEM?


WHO PAYS THEM?
NO WONDER I KEEP GETTING THREATENING LETTERS!

WHAT DO YOU KEEP IN THIS DRAWER MARKED "DO NOT OPEN"?
NOTHING! IT'S AN EMPTY DRAWER!
DO NOT OPEN
THEN WHY DO YOU HAVE A "DO NOT OPEN" SIGN ON IT?
THE SIGN REALLY BELONGS ON THE DRAWER ABOVE IT!
SO WHY DON'T YOU KEEP IT THERE?
DO NOT OPEN
BECAUSE IT FALLS OFF EVERY TIME SOMEONE OPENS THE DRAWER!
IRMA... LISTEN TO ME... WHY AREN'T YOU SUPPOSED TO OPEN THE DRAWER?
BECAUSE YOU KNOCK OFF THE SIGN IF YOU DO!
IS SHE ALWAYS LIKE THIS?
NO... THIS IS ONE OF HER GOOD DAYS!
SHE DOESN'T NEED AN ASSISTANT... SHE NEEDS A STRAIT JACKET!
THAT'S VERY SWEET OF YOU, BUT I'VE ALREADY BOUGHT MY NEW WINTER WARDROBE!
HAVE PATIENCE, MISS BROWN! I'M SURE YOU GIRLS WILL HIT IT OFF TOGETHER YET!
I WILL NOT! I'VE NEVER STRUCK ANOTHER WOMAN IN MY LIFE!
3

LOOK, IRMA... EXPLAIN TO MISS BROWN ABOUT THE OPERATION OF OUR BUSINESS!
GOSH, I DIDN'T KNOW IT HAD ONE... WAS IT IN THE HOSPITAL LONG?
MISS PETERSON... DO YOU ALWAYS USE SO MANY MALAPROPS?
NO, I HAVEN'T EATEN ANY SINCE I WAS A LITTLE GIRL! IT TAKES TOO LONG TO CHEW THE CANDY OFF THE STICK!
MR. CLYDE, I DON'T UNDERSTAND HOW YOU CARRY ON A CONVERSATION WITH HER!
IT ISN'T EASY!
WHY DON'T YOU REPLACE HER WITH AN INTELLIGENT CHIMPANZEE?
NO CHIMPANZEE WOULD WORK FOR THE SAME SALARY!
TELL ME, MISS PETERSON... DO YOU HAVE AN HOUR FOR LUNCH?
OH NO... I USUALLY HAVE A SANDWICH OR A SALAD!
SHE ASKS THE SILLIEST QUESTIONS, DOESN'T SHE?
4

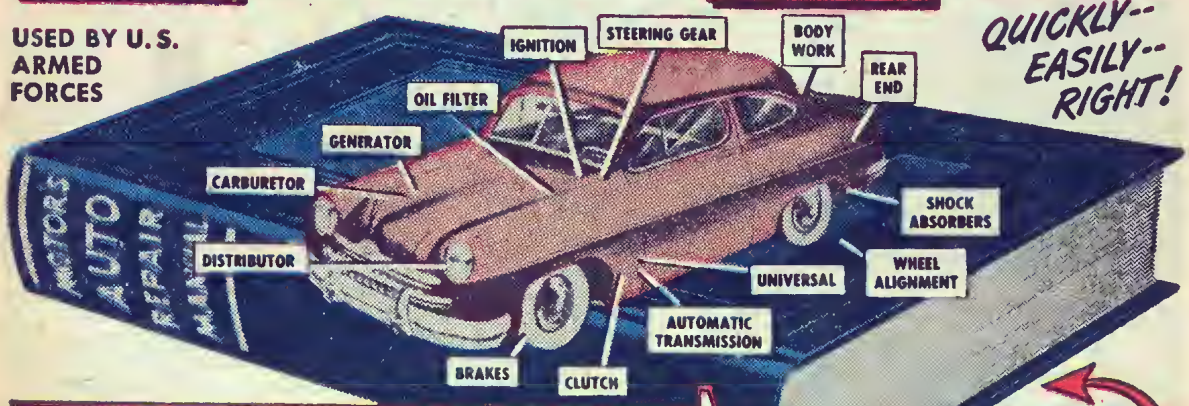
MISTER CLYDE... THIS IS A NICE OFFICE AND YOU'RE OFFERING ME A NICE SALARY...
OH! THEN YOU'LL TAKE THE JOB!
I'D RATHER STARVE!
GEE... SHE MUST BE ON SOME DIET!
SLAM!
GIRLS SURE ARE HARD TO GET! IT'S A GOOD THING YOU'VE GOT ME!
THAT'S WHY GIRLS ARE HARD TO GET!
IRMA, THERE'S ONLY ONE WAY I'LL BE ABLE TO HIRE ENOUGH GIRLS TO GET ALL THIS WORK DONE!
WHAT'S THAT, MISTER CLYDE?
I'M GONNA HAVE TO SEND YOU AWAY ON A VACATION FOR A FEW WEEKS!
O.K.! NO SACRIFICE IS TOO GREAT FOR ME TO MAKE!
DAN DE CARLO
MAYBE SHE'S NOT SO DUMB!
THE END

ATLAS
FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!
ATLAS

HOW TO FIX ANY PART OF ANY CAR

USED BY U.S. ARMED FORCES

QUICKLY-- EASILY-- RIGHT!



NOW—Whether You're a Beginner or an Expert Mechanic —You Can "Breeze Through" ANY AUTO REPAIR JOB! MOTOR'S BIG BRAND-NEW AUTO REPAIR MANUAL Shows You HOW—With 2400 PICTURES AND SIMPLE STEP-BY-STEP INSTRUCTIONS.

Free 7-DAY TRIAL
Return and Pay Nothing if Not Satisfied!

COVERS EVERY JOB ON EVERY CAR BUILT FROM 1935 THRU 1952

YES, it's easy as A-B-C to do any "fix-it" job on any car whether it's a simple carburetor adjustment or a complete overhaul. Just look up the job in the index of MOTOR'S New AUTO REPAIR MANUAL. Turn to pages covering job. Follow the clear, illustrated step-by-step instructions. Presto—the job is done!

No guesswork! MOTOR'S Manual takes nothing for granted. Tells you where to start. What tools to use. Then it leads you easily and quickly through the entire operation!

Over TWO THOUSAND Pictures! So Complete, So Simple, You CAN'T Go Wrong!

NEW REVISED 1952 Edition covers everything you need to know to repair 851 car models. 780 giant pages, 2400 "This-Is-How" pictures. Over 200 "Quick-Check" charts—more than 38,000 essential repair specifications. Over 225,000 service and repair facts. Instructions and pictures are so clear you *can't* go wrong!

Even a green beginner mechanic can do a good job with this giant manual before him. And if you're a top-notch mechanic, you'll find short-cuts that will amaze you. No wonder this guide is used by the U. S. Army and Navy! No wonder hundreds of thousands of men call it the "Auto Repair Man's Bible"!

Meat of Over 170 Official Shop Manuals

Engineers from every automobile plant in America worked out these time-saving procedures for their own motor car line. Now the editors of MOTOR have gathered together this wealth of "Know-How" from over 170 Official Factory Shop Manuals, "boiled it down" into crystal-clear terms in one handy indexed book!

Try Book FREE 7 Days

SEND NO MONEY! Just mail coupon! When the postman brings book, pay him nothing. First, make it show you what it's got! Unless you agree this is the greatest time-saver and work-saver you've ever seen — return book in 7 days and pay nothing. Mail coupon today! Address: *MOTOR Book Dept., Desk 84R, 250 West 55th St., N. Y. 19, N. Y.*

Same FREE Offer On MOTOR'S Truck and Tractor Manual
Covers EVERY job on EVERY popular make gasoline truck, tractor made from 1936 thru 1951. FREE 7-Day Trial. Check proper box in coupon.

Covers 851 Models—All These Makes

Buick	Henry J.	Nash Rambler
Cadillac	Hudson	Oldsmobile
Chevrolet	Kaiser	Packard
Chrysler	Lafayette	Plymouth
Crosley	La Salle	Pontiac
De Soto	Lincoln	Studebaker
Dodge	Mercury	Terraplane
Ford	Nash	Willys
Frazer		

ALSO tune-up adjustments for others

Many Letters of Praise from Users

"MOTOR'S Manual paid for itself on the first 2 jobs, and saved me valuable time by eliminating guesswork."
—W. SCHROP, Ohio.

He Does Job in 30 Min.—Fixed motor another mechanic had worked on half a day. With your Manual I did it in 30 minutes."
—C. AUBERRY, Tenn.

MAIL COUPON NOW FOR 7-DAY FREE TRIAL

MOTOR BOOK DEPT.
Desk 84 R, 250 W. 55th St., New York 19, N. Y.

Rush to me at once (check box opposite book you want):

☐ **MOTOR'S New AUTO REPAIR MANUAL.** If O.K., I will remit $1 in 7 days (plus 35c delivery charges), $2 monthly for 2 months and a final payment of 95c one month after that. Otherwise I will return this book postpaid in 7 days. *(Foreign price, remit $5 cash with order.)*

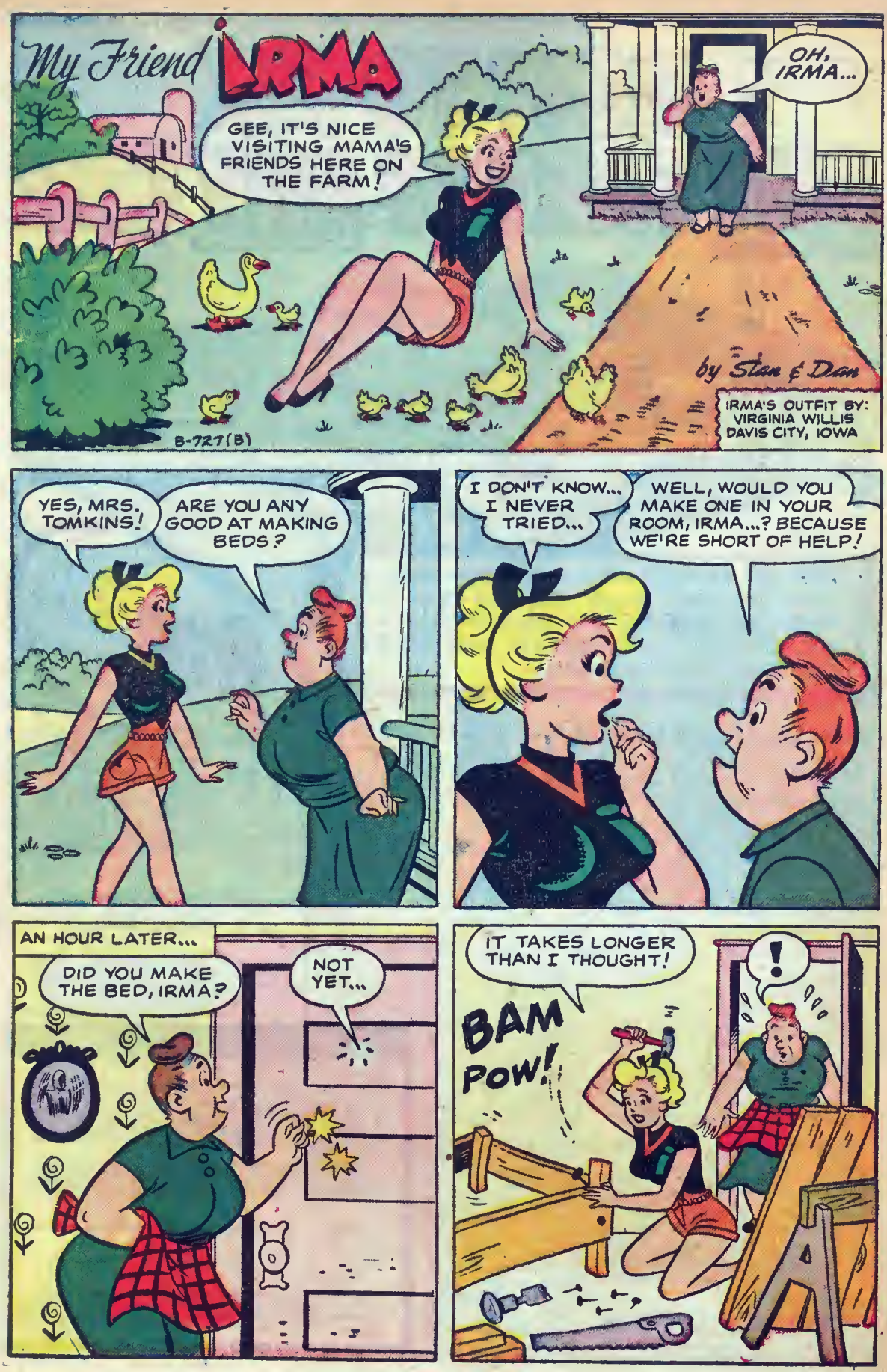
☐ **MOTOR'S New TRUCK & TRACTOR REPAIR MANUAL.** If O.K., I will remit $2 in 7 days, and $2 monthly for 3 months, plus 35c delivery charges with final payment. Otherwise I will return book postpaid in 7 days. *(Foreign price, remit $10 cash with order.)*

Print Name _____ Age _____

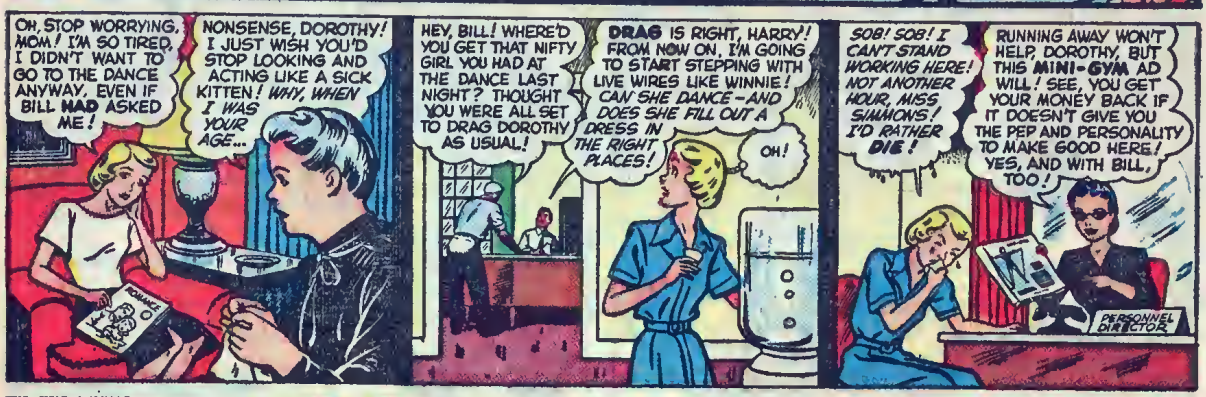
Address _____

City _____ State _____

☐ Check box and save 35c shipping charge by enclosing WITH coupon entire payment of $5.95 for Auto Repair Manual (or $6 for Truck and Tractor Repair Manual.) Same 7-day return-refund privilege applies.


My Friend IRMA
GEE, IT'S NICE VISITING MAMA'S FRIENDS HERE ON THE FARM!
OH, IRMA...
by Stan & Dan
IRMA'S OUTFIT BY: VIRGINIA WILLIS DAVIS CITY, IOWA
B-727(B)
YES, MRS. TOMKINS!
ARE YOU ANY GOOD AT MAKING BEDS?
I DON'T KNOW... I NEVER TRIED...
WELL, WOULD YOU MAKE ONE IN YOUR ROOM, IRMA...? BECAUSE WE'RE SHORT OF HELP!
AN HOUR LATER...
DID YOU MAKE THE BED, IRMA?
NOT YET...
IT TAKES LONGER THAN I THOUGHT!
!
BAM
POW!

HOW "MINI-GYM" TURNS DATELESS DOROTHY INTO DAZZLING DOTTY!


OH, STOP WORRYING, MOM! I'M SO TIRED, I DIDN'T WANT TO GO TO THE DANCE ANYWAY, EVEN IF BILL HAD ASKED ME!
NONSENSE, DOROTHY! I JUST WISH YOU'D STOP LOOKING AND ACTING LIKE A SICK KITTEN! WHY, WHEN I WAS YOUR AGE...
HEY, BILL! WHERE'D YOU GET THAT NIFTY GIRL YOU HAD AT THE DANCE LAST NIGHT? THOUGHT YOU WERE ALL SET TO DRAG DOROTHY AS USUAL!
DRAG IS RIGHT, HARRY! FROM NOW ON, I'M GOING TO START STEPPING WITH LIVE WIRES LIKE WINNIE! CAN SHE DANCE—AND DOES SHE FILL OUT A DRESS IN THE RIGHT PLACES!
OH!
SOB! SOB! I CAN'T STAND WORKING HERE! NOT ANOTHER HOUR, MISS SIMMONS! I'D RATHER DIE!
RUNNING AWAY WON'T HELP, DOROTHY, BUT THIS MINI-GYM AD WILL! SEE, YOU GET YOUR MONEY BACK IF IT DOESN'T GIVE YOU THE PEP AND PERSONALITY TO MAKE GOOD HERE! YES, AND WITH BILL, TOO!
PERSONNEL DIRECTOR
OKAY, MOM, I'LL BE DOWN TO BREAKFAST IN A SECOND! I JUST WANT TO DO JOE BONOMO'S TRICKY EXERCISE 10 AGAIN. IT'S SUCH FUN! REMEMBER HOW I USED TO HATE EXERCISE?
SO DID I, BUT NOT SINCE YOU GOT MINI-GYM! I'M SO HAPPY OVER THE 5 POUNDS I'VE LOST USING IT ONLY 10 MINUTES A DAY!
TWO MONTHS LATER...
AW, PLEASE, DOROTHY! YOU PROMISED ME A DANCE AN HOUR AGO!
SCRAM, BILL! DAZZLING DOTTY'S MY GIRL TONIGHT!
WHY, BILL! WHAT HAPPENED TO YOU AND "WINNIE THE LIVE WIRE"?
BUT BILL, YOU SHOULDN'T HAVE KIDNAPPED ME FROM THE DANCE LIKE THIS! WHAT WILL ♫ HARRY THINK? ♫
TO HECK WITH HARRY! YOU'RE GOING TO MARRY ME! YOU'LL BE WEARING MY RING AS SOON AS THE STORES OPEN TOMORROW! SO SAY "YES" FAST, DOTTY!

It's Fun Gaining a Glamorous Figure . . .
NEW ✦ EASY ✦ EXCITING
"MINI-GYM" Way!

For a real thrill—wait 'til you get your eager hands (yes, and feet, too) into Joe Bonomo's new magic 'MINI-GYM' home exerciser! Even though you always hated exercise before, with Mr. Bonomo's big, new personal instruction book and 'MINI-GYM,' you'll revel in it! And revel still more in the ravishing figure 'MINI-GYM' helps you develop. All in such a short time, too!

Gals! Get Hep to Happiness Health—and Real Glamour with JOE BONOMO'S New Magic DeLuxe 'MINI-GYM' Formerly $4.95 Our Special Price $3.95 COMPLETE

Yours FREE!
Mr. Bonomo's New Personal Instruction Book

Every thrill-packed page written for you by Joe Bonomo, International beauty and physical development authority, this big, 64-page book in 2 colors, gives you a complete Figure Glamour Developing Course! Fun-to-follow text, 96 specially posed photos, charts; Size 8½" x 8½".

BUILDS PEP AND PERSONALITY—FAST!

Just 10 happy minutes a day with 'MINI-GYM,' and your *whole* body just *sings* with vibrant, new energy! You're at your best—ready to do anything—go anywhere—all the time! Why? Because 'MINI-GYM'—the scientific, *all-over, all-round* body conditioner — makes you feel and *look* gloriously, *glamorously alive!*

POSITIVE MONEY-BACK GUARANTEE!

Yes, it means just that! Order your 'MINI-GYM' today. Use it, enjoy it for 10 exciting days. If you're not satisfied *in every way*—in fact, delighted—just return 'MINI-GYM,' and your money will be instantly refunded!

SEND NO MONEY! MAIL 'NO RISK' COUPON NOW!

Watch Out . . . or Your Men Folk Will Walk Off With "MINI-GYM"!

Perfected by famous Joe Bonomo, whom your man folk know as a world-renowned professional strong man, "MINI-GYM" is tough enough to give your big brother (husband or son) top training, but so light it can be easily handled by any teen-age girl! Built right into 'MINI-GYM' is all Mr. Bonomo's first-hand knowledge as both a physical director and beauty expert. So in "MINI-GYM" you've got everything it takes for genuine professional body building for women—and men, too!

'MINI-GYM' CORP.
1841 Broadway, New York 23, N. Y.

Order Your 'MINI-GYM' by Model S, M or L

Model S
☐ If you are under 5 ft. tall

Model M
☐ If you are 5 ft. to 5 ft. 10 in. tall.

Model L
☐ If you are over 5 ft. 10 in. tall

'MINI-GYM' CORP. Dept. MC 3
1841 Broadway, New York 23, N. Y.

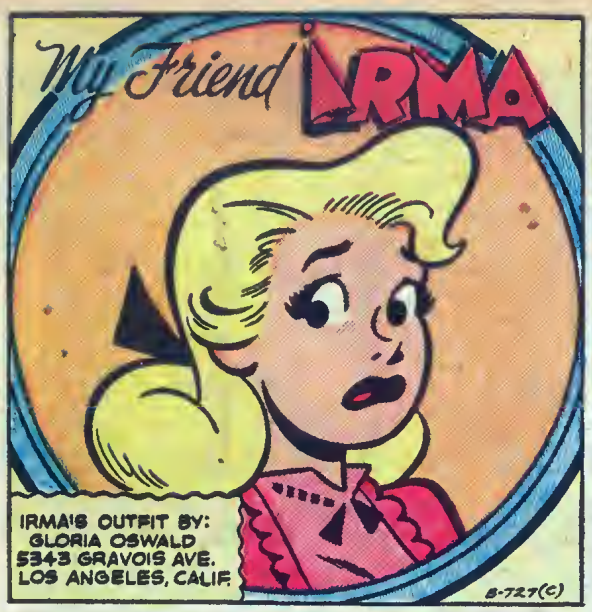
PLEASE RUSH ME one complete 'MINI-GYM,' MODEL..... with 64-page Bonomo Course Book. I will deposit $3.95, plus postage, with postman. If I am not satisfied in every way, I may return 'MINI-GYM' and Book within 10 days for full refund.

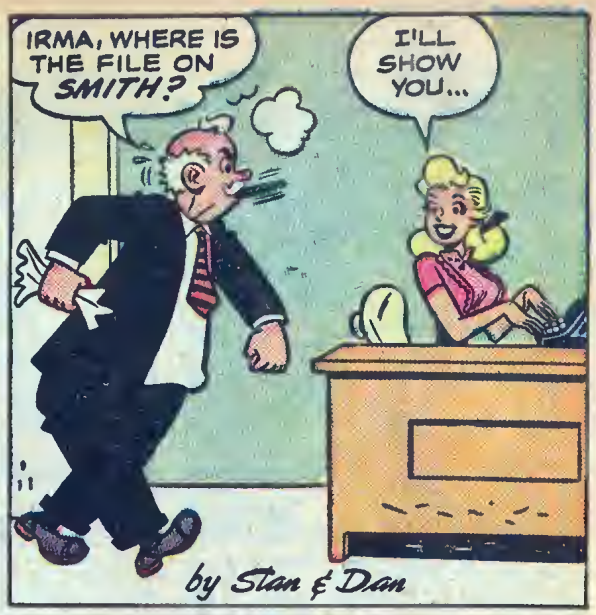
NAME _____
Print Plainly Please

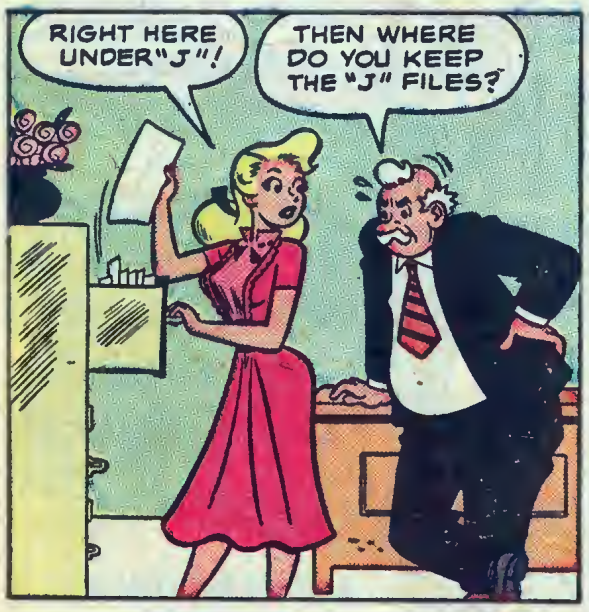
STREET _____

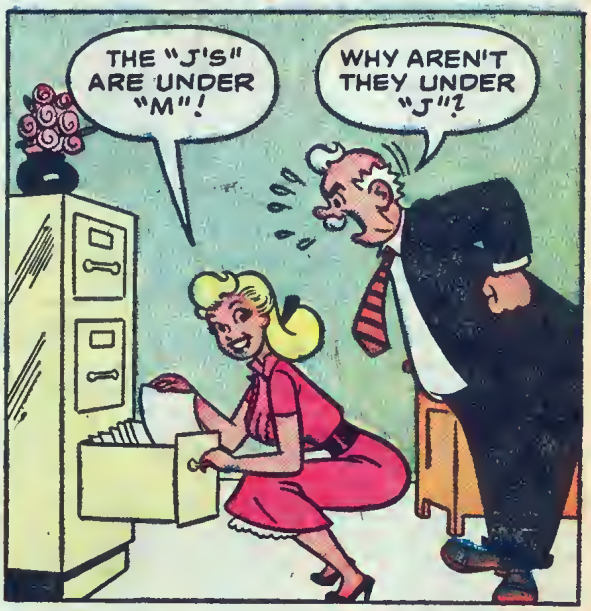
CITY _____ ZONE _____ STATE _____

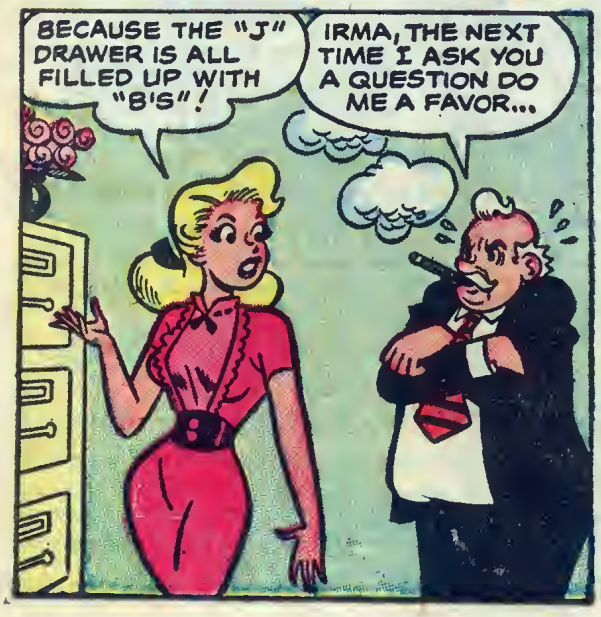
☐ I enclose $3.95. You pay postage. Same money-back guarantee. (Canadian and Foreign Orders, $4.95. Cash with order.)


My Friend IRMA
IRMA'S OUTFIT BY:
GLORIA OSWALD
5343 GRAVOIS AVE.
LOS ANGELES, CALIF.
8-727(C)


IRMA, WHERE IS THE FILE ON SMITH?
I'LL SHOW YOU...
by Stan & Dan


RIGHT HERE UNDER "J"!
THEN WHERE DO YOU KEEP THE "J" FILES?


THE "J'S" ARE UNDER "M"!
WHY AREN'T THEY UNDER "J"?


BECAUSE THE "J" DRAWER IS ALL FILLED UP WITH "B'S"!
IRMA, THE NEXT TIME I ASK YOU A QUESTION DO ME A FAVOR...

DON'T ANSWER ME!

SOLID STERLING SILVER

PHOTO RING

$1.98 SENT ON APPROVAL

SEND NO MONEY!

Just mail us any picture or snapshot with paper strip measured around ring finger.

We will mount under an exquisite transparency any snapshot of your loved one. Original returned. This luxurious ring, created by a leading designer of fine jewelry is made of solid sterling silver, not plated but SOLID STERLING SILVER. A unique keepsake of your loved one to treasure for years. Try ten days free. Hand tinted in natural flesh tones 50 cents extra. Pay postman only $1.98 plus few cents postage and tax. Order this popular fascinating ring now. Ring is also available in solid gold, not plated but SOLID GOLD, for $7.95.

GOLDMART Dept. R 4
22 EAST 17th ST., NEW YORK 3, N.Y.

☐ Send C.O.D. (Silver Ring) ☐ I enclose $1.98 (Silver Ring)
☐ Send C.O.D. (Gold Ring) ☐ I enclose $7.95 (Gold Ring)
☐ Please hand tint ring selected.

Name_____
Address_____
City_____ State_____

No C.O.D. Service to APO, FPO, or Foreign Addresses. Include payment with order.

SHOP BY MAIL

DEVELOP A STRONG HE-MAN VOICE

STRENGTHEN *your* voice this tested *scientific* way. Yes—you may now be able to improve the **POWER** of your speaking and singing voice—and in the privacy of your own room! Self-training lessons, mostly silent. No music required.

WRITE TODAY FOR FREE BOOK

Eugene Feuchtinger's great booklet "How to Develop a Successful Voice." It's absolutely FREE! You must state your age. Booklet mailed postpaid in plain wrapper. No salesman will call. Send your name, age now!

PREFECT VOICE INSTITUTE
210 S. Clinton St., Studio CX 57, Chicago 6, Ill.

WOW! 203 All Different GERMANY 10c
Zeppelins, Semipostals Airmails, High Values, etc., to new customers.
Jamestown Stamp Co., Dept. 523, Jamestown, N. Y.

CANADIAN COLLECTION FREE!
Includes early Victorian issues—Jubilee issues—High Values—Commemoratives—Special issues—Newfoundland and many Pictorials, etc., etc., together with large Philatelic Magazine—all FREE. Send 5c for postage.
EMPIRE STAMP CO., Dept. M C Toronto, Canada.

Study HYPNOTISM!

Fascinating! *Almost Unbelievable*

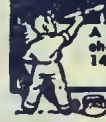
This unusual course reveals the fundamentals of PRACTICAL hypnotism. It discloses how an expert operator performs how he has developed his PERSONAL POWER and uses it to bring others under his domination and control. Illustrated instructions. Startling **low price.** Full satisfaction or refund guaranteed. Only $2.95 postpaid . . . or C.O.D., plus postage. **COMPLETE PRICE**

Send for "Hypnotism Course" today!
NELSON-HALL CO., 210 S. Clinton St. Dept. CX 57 Chicago 6, Ill. only $2.95

High School Course at Home Many Finish in 2 Years

Go as rapidly as your time and abilities permit. Equivalent to resident School work—prepares for college entrance exams. Standard H.S. texts supplied. Diploma awarded. Credit for H.S. subjects completed. Single subjects if desired. Ask for Free Bulletin.
American School, Dept. H 355 Drexel at 58th, Chicago 37.

How to Make Money with Simple Cartoons



A book everyone who likes to draw should have. It is FREE to those 14 years of age or over. Simply give your age and address

CARTOONISTS' EXCHANGE
Dept. 23, Pleasant Hill, Ohio.

SONG POEMS Wanted To Be Set to Music
Send your poems for free examination. Any subject.
PHONOGRAPH RECORDS MADE.
Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

3 TRIANGLES - BORNEO - FREE!!
Fish, Volcano, & "Holy" weird triangles in packet with N. Borneo 60 yr. old Tasmania & Porto Rico, Dead Lands, etc. FREE to approval buyers for 3c postage. Potomac Stamp Co., Dept. 7, Washington 15, D.C.

FREE
LUMINOUS CRUCIFIX
Glows in the Dark
4 inches long - no obligation
Opportunity to earn valuable premium.
Just send Name & Address to
The CASEY CO.
DEPT. 12 • PROVIDENCE 7, R. I.

STAMPS

200 Exotic Japan STAMPS **10c!**
KENMORE, Milford K-78, N. H.

Ugly BLACKHEADS OUT IN SECONDS

Keep your complexion free of Blackheads this new way—look attractive instantly!

Try VACUTEX
Blackhead-Remover

$1.00

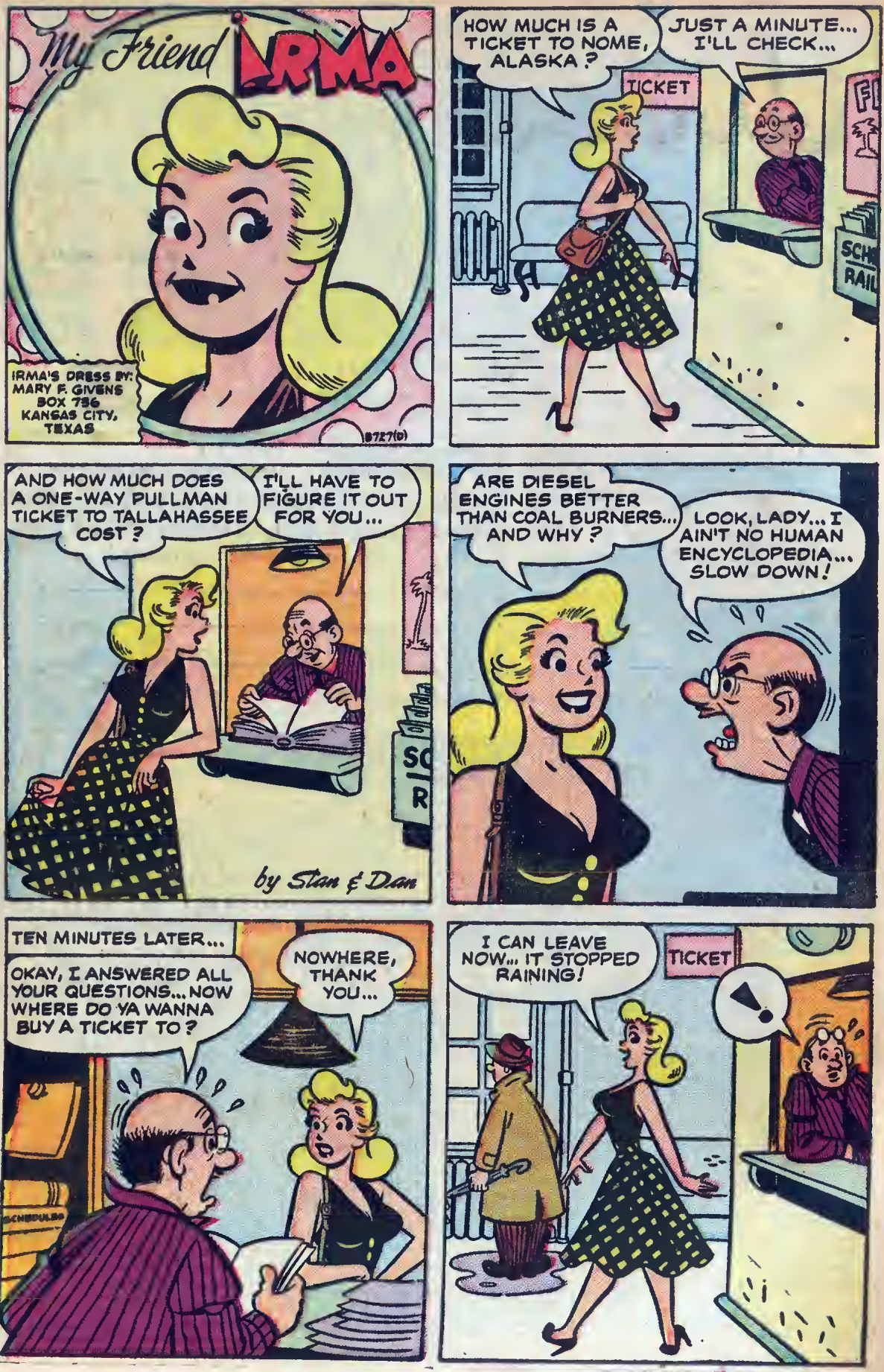
The amazingly effective Vacutex extracts Blackheads automatically—WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

10 DAY TRIAL COUPON

BALLCO PRODUCTS CO., Dept. 53
19 West 44th St., New York 18, N. Y.

☐ Enclosed find $1. Send postpaid.
☐ Send C.O.D. I will pay postman $1 plus postage; $1 refund if not delighted.

SORRY, NO C. O. D.'s OUTSIDE U. S. A.


My Friend IRMA
IRMA'S DRESS BY: MARY F. GIVENS BOX 736 KANSAS CITY, TEXAS
B7Z7(D)
HOW MUCH IS A TICKET TO NOME, ALASKA?
JUST A MINUTE... I'LL CHECK...
TICKET
AND HOW MUCH DOES A ONE-WAY PULLMAN TICKET TO TALLAHASSEE COST?
I'LL HAVE TO FIGURE IT OUT FOR YOU...
by Stan & Dan
ARE DIESEL ENGINES BETTER THAN COAL BURNERS... AND WHY?
LOOK, LADY... I AIN'T NO HUMAN ENCYCLOPEDIA... SLOW DOWN!
TEN MINUTES LATER...
OKAY, I ANSWERED ALL YOUR QUESTIONS... NOW WHERE DO YA WANNA BUY A TICKET TO?
NOWHERE, THANK YOU...
I CAN LEAVE NOW... IT STOPPED RAINING!
TICKET
!

IRMA'S DEPARTMENT OF UTTER CONFUSION!

HUNTING IDEA BY:
BOBBY FOSINI
7 MT. JOY PLACE
NEW ROCHELLE, N.Y.

HI, FRIENDS:
AMBER TOLD ME I OUGHTTA WATCH OUT FOR THE SQUIRRELS BECAUSE THEY MIGHT TRY TO EAT ME! BUT THAT'S SILLY... SQUIRRELS ONLY EAT *NUTS!* INCIDENTALLY, I HAVE A BIG TREAT FOR YOU NEXT ISSUE! I'M GOING TO TELL YOU *HOW I MET AL!* DON'T MISS IT! I'VE GOT TO SIGN OFF NOW BECAUSE AL AND I ARE GOING HUNTING... HE WENT OFF TO HUNT ENOUGH MONEY TO BUY A GUN, AND NOW I'M GOING OFF TO HUNT FOR *AL!* SO UNTIL NEXT MONTH, THIS IS YOUR FRIEND
Irma

THIS MONTH'S WINNING IRMA-ISMS:

JANE: WHAT ARE YOU DOING WITH THAT CAN OF RED PAINT?
IRMA: AL SAID WE WERE GOING TO PAINT THE TOWN RED TONIGHT!
SUBMITTED BY:
SHEILA SEIDEL
BOX 75, MEADOW LAKE
SASK, CANADA

OWNER: THIS HOUSE GOES BACK TO GEORGE WASHINGTON!
IRMA: WHY? CAN'T YOU KEEP UP THE PAYMENTS?
SUBMITTED BY:
RUBY RUBENSTEIN
54 E. 182 ND ST
BRONX 53, N.Y.

IRMA: THIS MATCH WON'T LIGHT!
JANE: WHY NOT?
IRMA: I DON'T KNOW! IT LIT JUST A MINUTE AGO!
SUBMITTED BY:
CATHERINE ALLISON
P.O. BOX 2071
GREENVILLE, S.C.

AL: MY LITTLE NEPHEW THINKS A HOUSE-FLY IS A FLYING HOUSE!
IRMA: REALLY? WHAT KIND OF HOUSE *IS* IT?
SUBMITTED BY:
DORIS RADCLIFF
SALT LAKE CITY, UTAH

COP: LADY, HAS YOUR DOG GOT A LICENSE?
IRMA: SILLY! HE'S NOT OLD ENOUGH TO DRIVE!
SUBMITTED BY:
TOMMY BENNETT
CONCORD, N.H.

PROF. IRMA, DO YOU KNOW THE NAMES OF THE PRESIDENT'S CABINET?
IRMA: NO, IS IT CHIPPENDALE OR EARLY AMERICAN?
SUBMITTED BY:
CHRISTINE BACHRACK
COLUMBUS, OHIO

DIANE MURRAY
41 COLEMAN ST.
DORCHESTER, MASS.

LINDA LAZARUS
95 CHESTER AVE.
CHELSEA, MASS.

OTHER WINNERS:

PEGGY EDDY
NINETY SIX, SOUTH CAROLINA

MORE WINNERS:

KAREN EDDLEMAN
RR#1 BOX 528
EAST MOLINE, ILL.

BARBARA HARRIS
5727 McCLELLAN ST.
FT. WAYNE, INDIANA

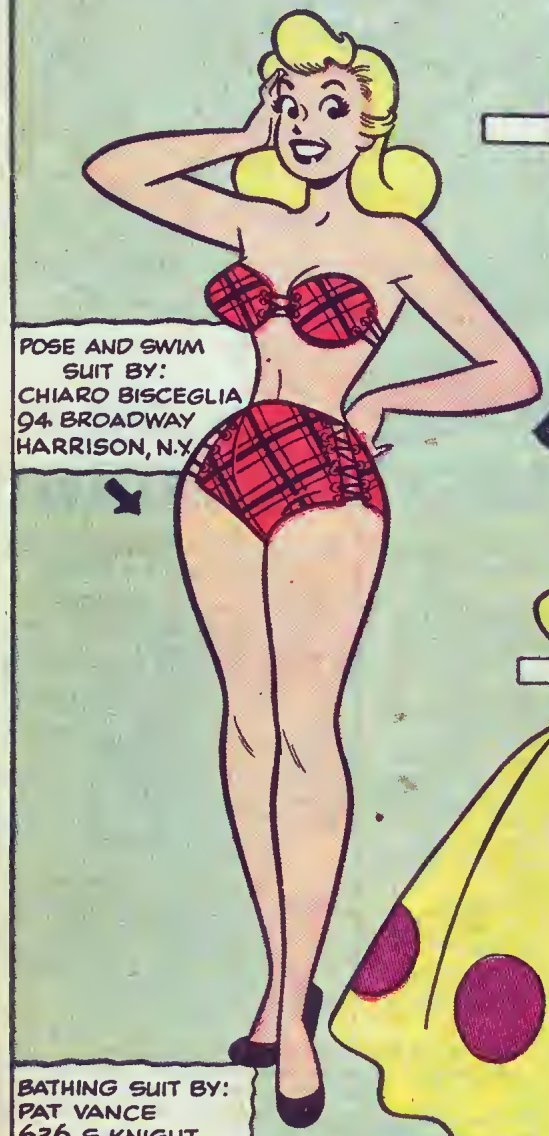
SUE HELLIWELL
224 N. SECOND ST.
BRIDGEPORT, CALIF.

B729

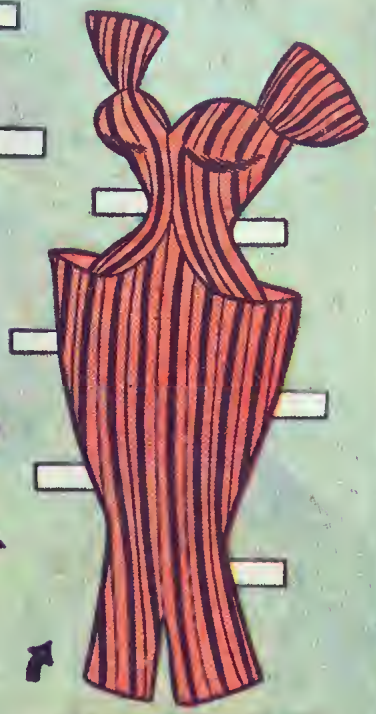
SEND YOUR LETTERS TO:
CONTEST EDITOR
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.

MY NAME IS_____
ADDRESS_____
CITY AND STATE_____AGE__

IRMA'S FASHIONS

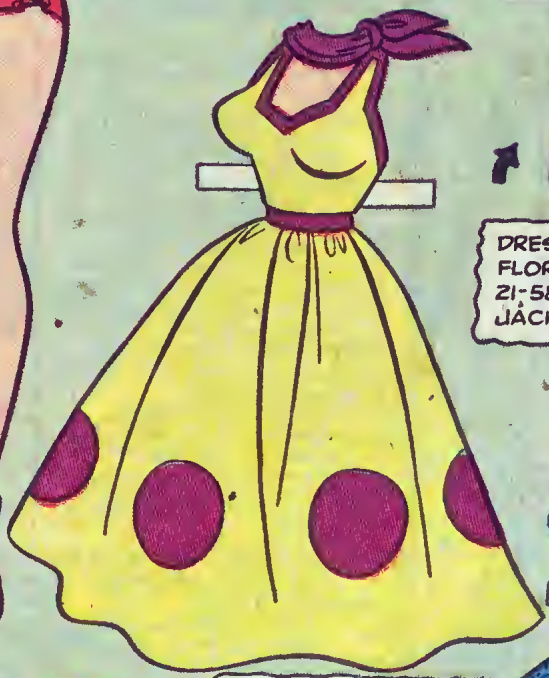


DRESS DESIGNED BY:
HELEN DEGEL
2909 LEMP AVE.
ST. LOUIS 18, MO.

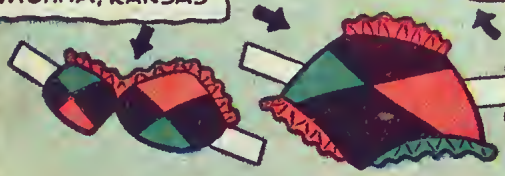


POSE AND SWIM SUIT BY:
CHIARO BISCEGLIA
94 BROADWAY
HARRISON, N.Y.

DRESS DESIGNED BY:
FLORENCE BARBARITO
21-58 81 ST ST.
JACKSON HEIGHTS, N.Y.



BATHING SUIT BY:
PAT VANCE
626 S. KNIGHT
WICHITA, KANSAS



DRESS DESIGNED BY:
SARA ALTHERR
1800 MORTON ST.
LAFAYETTE, IND.

DRESS DESIGNED BY:
MARILYN VAN LEUVEN
360 W. 8 TH
PROVO, UTAH

BECOME A MEMBER OF IRMA'S FASHION CLUB!
SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
270 PARK AVE.
NEW YORK 17, N.Y.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

IRMA, RICHARD RHINELANDER HAS TICKETS TO THE STATE FOOTBALL GAME THIS AFTERNOON! WOULD YOU AND AL LIKE TO SEE IT WITH US?
NO! WHO WANTS TO SIT AND LOOK AT TICKETS ALL AFTERNOON?
RELAX, FOLKS! I'LL EXPLAIN TO CHICKEN!
JANE'S OUTFIT BY: ANN OSKAMP 2011 ELMBROOK LANE PITTSBURG, PA.
by Stan Lee
IRMA'S OUTFIT BY: SHARON HOSTETLER 3635 ALABAMA ST. SAN DIEGO, CALIF.
B-965

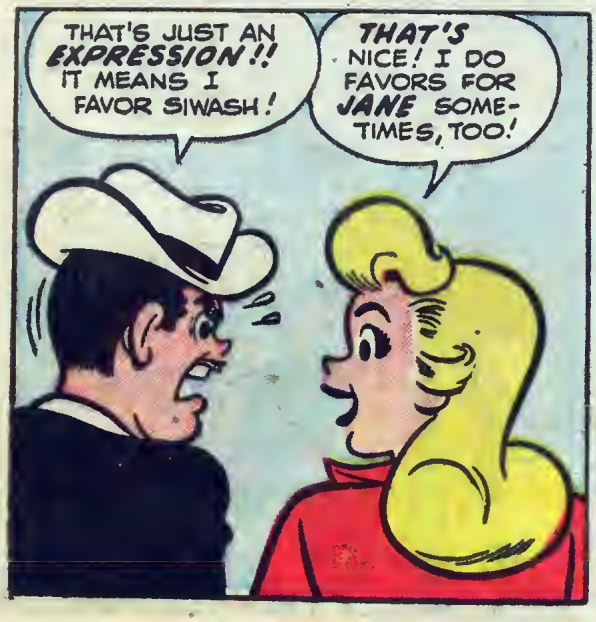
AFTER ANOTHER 10 MINUTES OF CONFUSION WHICH IT SHOULD NOT BE NECESSARY TO SUBJECT THE LONG-SUFFERING READER TO, OUR QUARTET FINALLY REACHES THE STADIUM...
STATE VERSUS SIWASH! THIS'LL BE THE GAME OF THE YEAR!
OH, ARE THEY ONLY PLAYING ONE GAME THIS YEAR?

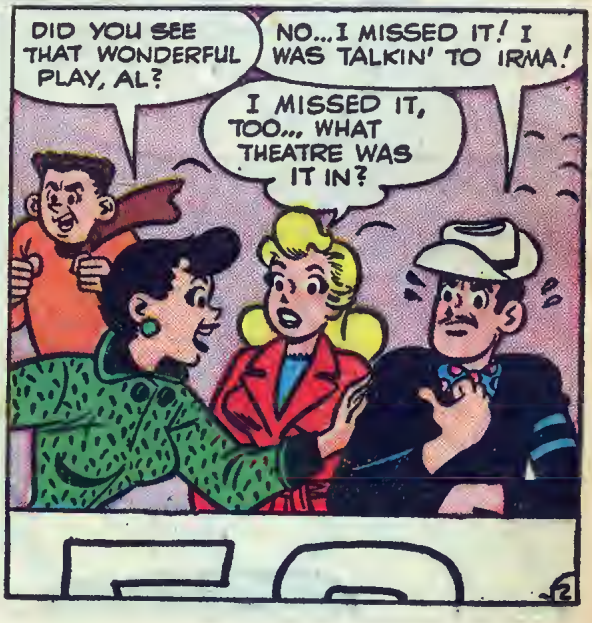
ISN'T THIS WONDERFUL!?! WE HAVE SEATS RIGHT ON THE 50-YARD LINE!
I HOPE WE'LL BE ABLE TO HEAR FROM 'WAY OUT HERE!
50

HEAR WHAT?
HOW SHOULD I KNOW, SILLY BOY? I HAVEN'T HEARD IT YET!!

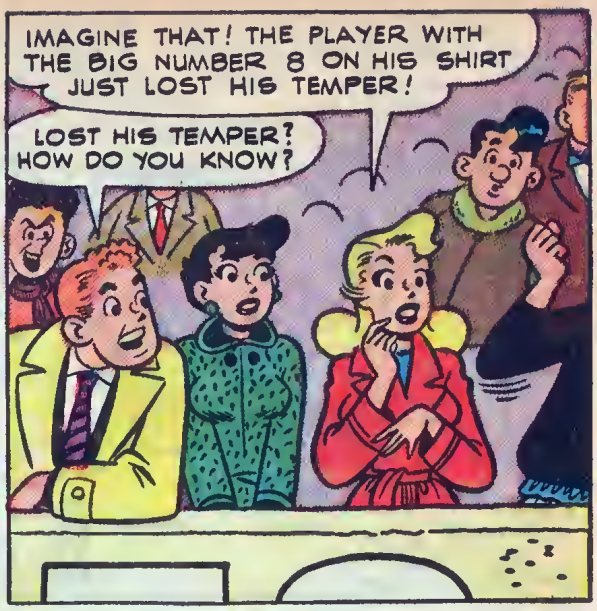
YOU HADDA INVITE HER ALONG??
DON'T WORRY... SHE OUGHTTA QUIET DOWN ONCE THE GAME STARTS!

LOOK! THERE'S THE KICK-OFF!
THE GAME'S STARTED!
COME ON, SIWASH!!
COME ON, WHERE?


THAT'S JUST AN EXPRESSION!! IT MEANS I FAVOR SIWASH!
THAT'S NICE! I DO FAVORS FOR JANE SOMETIMES, TOO!


DID YOU SEE THAT WONDERFUL PLAY, AL?
NO...I MISSED IT! I WAS TALKIN' TO IRMA!
I MISSED IT, TOO... WHAT THEATRE WAS IT IN?

CHICKEN! LOOK AT THAT FORWARD PASS!
I CAN'T, AL! I'M TRYING TO LOOK AT THE FOOTBALL GAME!


IMAGINE THAT! THE PLAYER WITH THE BIG NUMBER 8 ON HIS SHIRT JUST LOST HIS TEMPER!
LOST HIS TEMPER? HOW DO YOU KNOW?

HE KICKED THE BALL!
!
!
!

IRMA, DON'T YOU EVEN KNOW THE FUNDAMENTALS OF FOOTBALL?
NO... ARE THEY RELATED TO THE FRANKLINS OF FLATBUSH?

AND SO IT GOES... FROM BAD TO WORSE... UNTIL FINALLY... IN THE LAST QUARTER...
LOOK, THEY JUST TACKLED THE HALF-BACK!
WHAT A PITY!
WHY IS IT A PITY, CHICKEN?

THEY SHOULD HAVE AT LEAST WAITED TILL HIS BACK HEALED UP!
IGNORE HER! WATCH THIS PLAY! IT'S SIWASH'S BALL ON STATE'S 5-YARD LINE! 4TH DOWN AND 5-YARDS TO GO!

LOOK! A FUMBLE!
BETTER BE CAREFUL! THEY STING!
50
SIWASH RECOVERED! ZANISLOWINSKI IS RUNNING AROUND THE END!
IT LOOKS LIKE A TOUCHDOWN!
IT IS A TOUCHDOWN!
50
SIWASH IS GONNA TRY FOR AN EXTRA POINT NOW!
GOLLY, EVERYBODY'S BEEN TRYING FOR AN EXTRA POINT ALL AFTERNOON!
WHAT ABOUT IT?
YOU'D THINK SOMEBODY WOULD LET THE POOR THING TRY FOR ITSELF!
I GIVE UP!
THEY DID IT! SIWASH WINS!
WELL, CHICKEN, DID YOU LEARN ANYTHING ABOUT FOOTBALL TODAY?
NO, I DIDN'T HAVE A CHANCE!
WHY NOT?
THOSE MEN ON THE FIELD KEPT THE BALL ALL TO THEMSELVES ALL AFTERNOON! I DIDN'T HAVE A CHANCE TO GET NEAR IT!
THAT'S MY FRIEND IRMA!
AND YOU CAN HAVE HER!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

STAMPS

GIVEN

Rare Octagonal (eight-sided) stamp. Giant Triangle, Gorgeous Diamond, also mammoth and midget stamps, all given to foreign approval buyers. Premiums with purchases including Scott's International $6.00 Album, also latest Scott Stamp Catalogues.
PLYMOUTH, Dept. 75
Bell, California

118 DIFFERENT STAMPS
Including Commemoratives, Charities, Airmail, Surcharges, Sets, etc. Only 3c to APPROVAL BUYERS.
BADGER STAMP CO., Dept. N MILWAUKEE 3, WIS.

U. S. ARMY & NAVY HEROES
A collection featuring U. S. Army & Navy Heroes on stamps from War of 1812, Civil & Revolutionary and others. A Pictorial History. 10c with bargain U. S. approvals. LOCUST STAMP CO
Box 205-N Harmon-on-Hudson, N. Y.

STAMP COLLECTING OUTFIT
Packet of WORLDWIDE STAMPS, Package of Hinges, Perforation Guage and Millimeter Scale, Watermark Detector Everything 10c to approval buyers
LORRAINE W. BROWN, Dept. 10, Marion, Mich.

100 DIF. CHINA 5¢
Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers
MODERN STAMP SERVICE
Box 12, Dept. 300, Wakefield Sta., N.Y. 66

1c Thousands of beautiful stamps at only 1¢ each—why pay more when you can get the best for less. Write today for approvals.
PENNY STAMP SERVICE
Orange California

50 DIFF. UNITED STATES 5c
Including AIRMAILS, PRESIDENTIALS, high values, 50th cent, commemoratives, cable, revenues, etc. To applicants for our BARGAIN APPROVALS. FREE BIG LISTS included.
W. C. BOOKMAN, Box 145E, Maplewood, N. J.

DIFFERENT
25 INDIA 5¢
to approval applicants
Premiums with Purchases
Brandwain Stamp Co., Box 92-2, Bayonne, N. J.

FREE—Famous American Set, Flag Set, National Park Set, and Presidential Set to $5. Send 3c for 15 of the above stamps plus full particulars and approvals.
TRIBORO STAMP CO. Dept. 1910
145 Nassau St. New York 38, N.Y.

107 DIFFERENT 3c
Stamps from Cochin, Oceanic, Cameroun, Malta, Cyprus, etc. To Approval Buyers
DIXIE STAMP CO. Dept. 16, Milwaukee 1, Wis.

GIGANTIC CANADIAN BARGAIN
5c Complete set Royal Visit, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain 5c
Only ½c to approval applicants
ENSIGN STAMP CO
Box 118 Dept. E Ba. Orange, N. J.

TWO BIG PICTORIAL SETS 5c
UNUSED STAMPS FROM THE VATICAN AND SAN MARINO TO THOSE REQUESTING OUR FINE APPROVALS
SILAS STAMP SERVICE
Box 55-M Triboro Sta., New York 35, N. Y.

FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION. HINGES. OTHER BIG PREMIUMS
Full particulars with approvals. Write today 3c Postage please.
RAYMAX 70-M Nassau St., New York 38 N.Y.

1050 DIFFERENT STAMPS
given to approval applicants becoming customers. Send 3c for particulars, lists and approvals
BRYSON STAMP CO., Drawer F 11, Rossford, Ohio

GIVEN ODD SHAPED STAMPS
To Buyers of Our Foreign Approvals Plus an Amazing Surprise Offer TRU-VALUESERVICE
Box 1111 Santa Ana, Calif.

OLD COINS WANTED
We buy Indianhead pennies and all rare U. S. coins.
Complete all-coin catalogue 20c.
Joel Fairview, 277 Broadway, New York 7

STAMPS 100 YEARS OLD
Are usually expensive and hard to get. Yet, we offer 10 very old 19th Century foreign stamps plus the re-issue of the 100-year-old first U. S. stamp (No. 1), the famous 5c Franklin all for only 10c to new approval applicants. Please state whether approvals shall consist of U. S., of foreign or both.
GLOBUS STAMP COMPANY
268 4th Ave., N. Y. 10, N. Y. Dept 322
APPROVAL HEADQUARTERS SINCE 1929

FREE! POWERFUL MAGNIFYING GLASS for 5¢ Post. Bargain lists and approvals.
Jamestown Stamp Co., Dept. 231 Jamestown, N. Y.

WE GIVE YOU
MAMMOTH INTERNATIONAL ALBUMS, Scott's Catalogues, hinges, complete accessories, when you buy our wonderful foreign approvals. Don't write unless you intend to buy. But don't buy elsewhere without comparing our more generous offers.
BARGAIN STAMPS SANTA ANA, CALIF.

33 ARMY EMBLEMS
Incl. 23 patches, 7 ribbons, 3 bress pins plus 2 FREE surprises, only $1. Prices 10c.
HOBBIES, BOX 71, Sta. A, B'klyn, N. Y.

FREE STAMP CIRCUS!
Rhinoceros, Snake, Giant, Pygmy, Emu, Kangaroos, Koalabear, Kookaburra and other wild animals. **Free with exciting approvals.**
NIAGARA STAMP CO., NIAGARA-ON-THE-LAKE 325, CANADA

GORGEOUS "ORCHID" DIAMOND!!
Plus Enormous 6-colored Flag stamp. Will Rogers "Earthquake Airmail", 1st US commem., Midget, Corsica, Harem Girl, and 20 others All Free to approval buyers for 3c postage. Belmont Stamp Co., Dept. 85, Washington 13, D C.

BE A VENTRILOQUIST
Amuse everyone and enjoy yourself through the study of Ventriloquism.
VENTRILOQUISM SELFTAUGHT — complete book 25c.
Joel Greenwood, 273 Broadway, N. Y. C. 7

54 Diff. Roosevelt Stamps, etc. Big Lot 54 Different includes Roosevelt stamps from Monaco & San Marino, also Hitler & Mussolini stamps from Libia, Bohemia & many others. ALL ONLY 5c. Approvals
MARYLAND STAMP CO., Arlington-M, Baltimore 15, Md.

ZANZIBAR Pitcairn Islands, Turks, Caicos, Gilbert, Ellice, Solomon, Borneo, Gambia, Tanganyika and others. Complete collection given. Send 5c for postage.
GRAY STAMP COMPANY, Dept. MC, Toronto 5, Can.

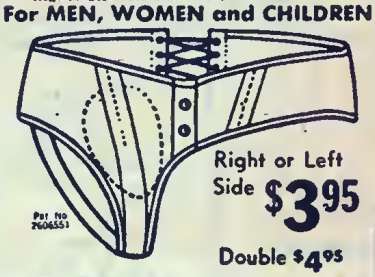
WE WANT TO GET ACQUAINTED!
Send us your name and address and we will mail you a beautiful selection of Pictorial and Commemorative stamps. (Approvals) Write today. SEND NO MONEY!
EAGLE STAMP CO.
Dept 11, 2221 Romine Ave., Peh 26, Pa.

FREE! "The Stamp Finder" Tells at a glance the country to which any stamp belongs. 36 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals
CARCELON STAMP CO., Box 1213, Calais, Maine

300 STAMPS FOR ONLY 10¢
INCLUDES STAMPS CATALOGUING UP TO 25c EACH! ALSO APPROVALS
MYSTIC STAMP COMPANY
Camden 3, New York

SHOP BY MAIL

Immediate Comfort
And Relief for You
with
RUPTURE-EASER
Reg. in U.S. Pat. Off. (a Piper Brace Product)
For MEN, WOMEN and CHILDREN



Right or Left Side $3.95
Double $4.95

A strong, form fitting washable support designed to give you relief and comfort. Adjustable back-lacing and adjustable leg strap. Snaps up in front. Soft flat groin pad—**no steel or leather bands.** Unexcelled for comfort, **invisible under light clothing.** Washable. Also used as after operation support.

- **THE MOST EFFECTIVE HERNIA SUPPORT.** Thousands of people who have tried old-fashioned, expansive devices turn to Rupture-Easer for new comfort
- **RUPTURE-EASER IS SANITARY.** Can be washed without harm to fabric—you never offend when you wear Rupture-Easer
- **NO FITTING REQUIRED.** Just measure around the lowest part of the abdomen and specify right or left side or double.

Over 400,000 Grateful Users

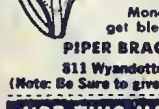
Read What Others Say:

R. C. of Corvallis, Oregon, Air Mails: *"Send me another Rupture-Easer so I will have one to change off with. It is enabling me to work at top speed at my press machine 8 hrs. a day."*

M. S. of Anderson, Ind., thanks us and says: *"It is one of the finest things I have ever worn and has made my life worth living. It has given me untold ease and comfort."*

L. C. H., Blackburn, Mo., writes: *"The Rupture Easer I bought from you has done so much good I couldn't forget you this Christmas season."*

THERE'S NO SUBSTITUTE FOR PROVEN PERFORMANCE!



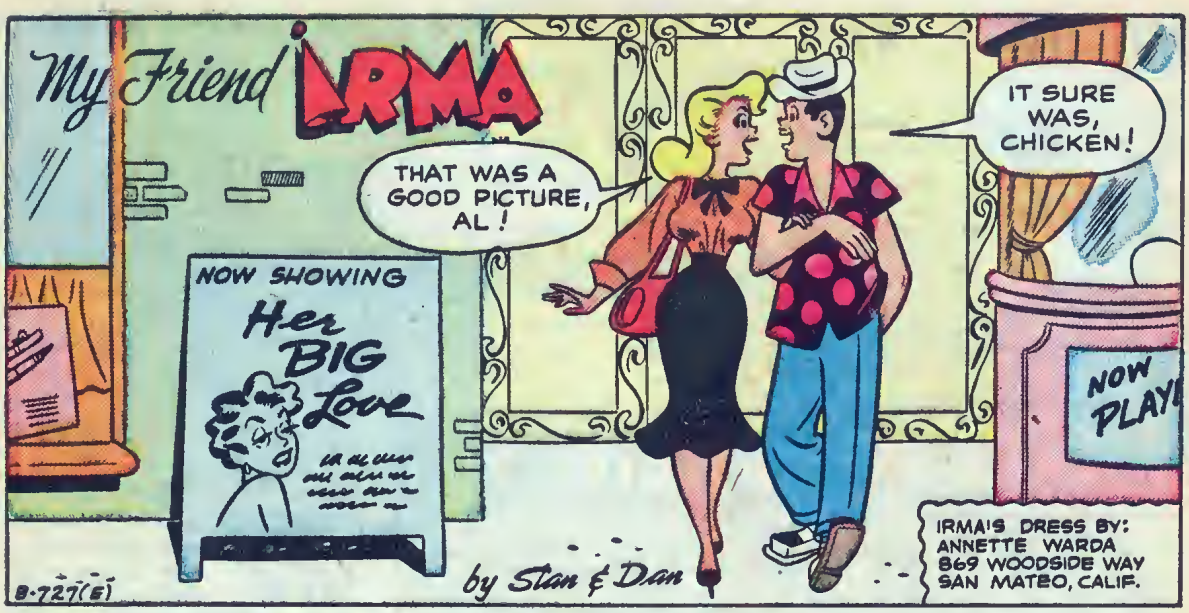
RUPTURE-EASER
10 DAY TRIAL OFFER
Money-back guarantee if you don't get blessed relief ORDER TODAY!
PIPER BRACE CO., DEPT. MCG-33
811 Wyandotte, Kansas City 6, Mo.
(Note: Be Sure to give Size and Side when ordering.)

USE THIS HANDY ORDER FORM
Piper Brace Co., Dept. MCG-33
811 Wyandotte, Kansas City 6, Mo.

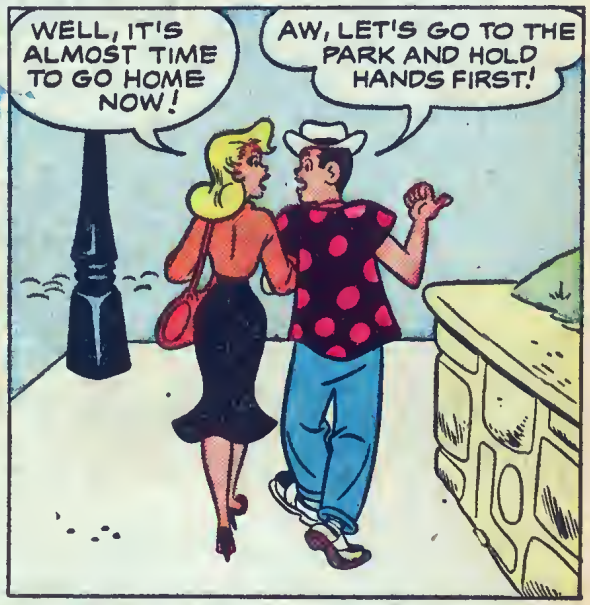
Please send my RUPTURE-EASER by return mail.
Right Side ☐ $3.95 Measure around lowest part
Left Side ☐ $3.95 of my abdomen to
Double ☐ $4.95 _____ INCHES
We Prepay Postage Except on C.O.D.'s
Enclosed is: ☐ Money Order ☐ Check for $_____
☐ Send COD Be sure to give size and side

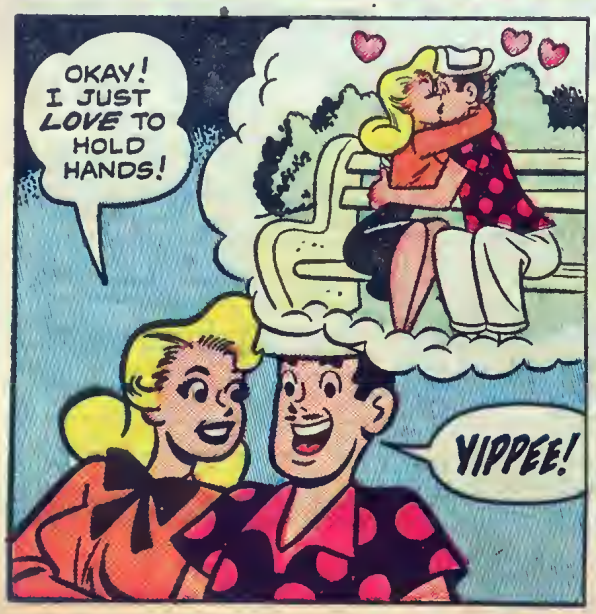
Name _____
Address _____
City and State _____

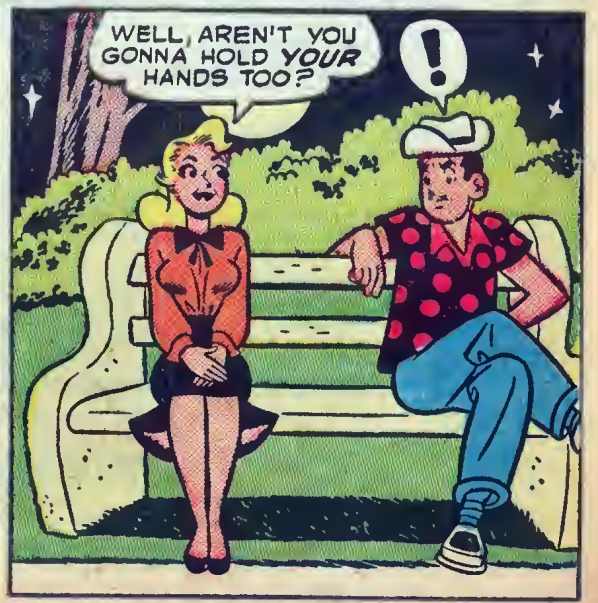
RUSH THIS COUPON NOW!


My Friend IRMA
THAT WAS A GOOD PICTURE, AL!
IT SURE WAS, CHICKEN!
NOW SHOWING
Her BIG Love
NOW PLAY
IRMA'S DRESS BY: ANNETTE WARDA 869 WOODSIDE WAY SAN MATEO, CALIF.
B-727(E)
by Stan & Dan

NOTHING LIKE AN ICE-CREAM SODA AFTER A MOVIE!
I'LL SAY!
FLIP 30


WELL, IT'S ALMOST TIME TO GO HOME NOW!
AW, LET'S GO TO THE PARK AND HOLD HANDS FIRST!

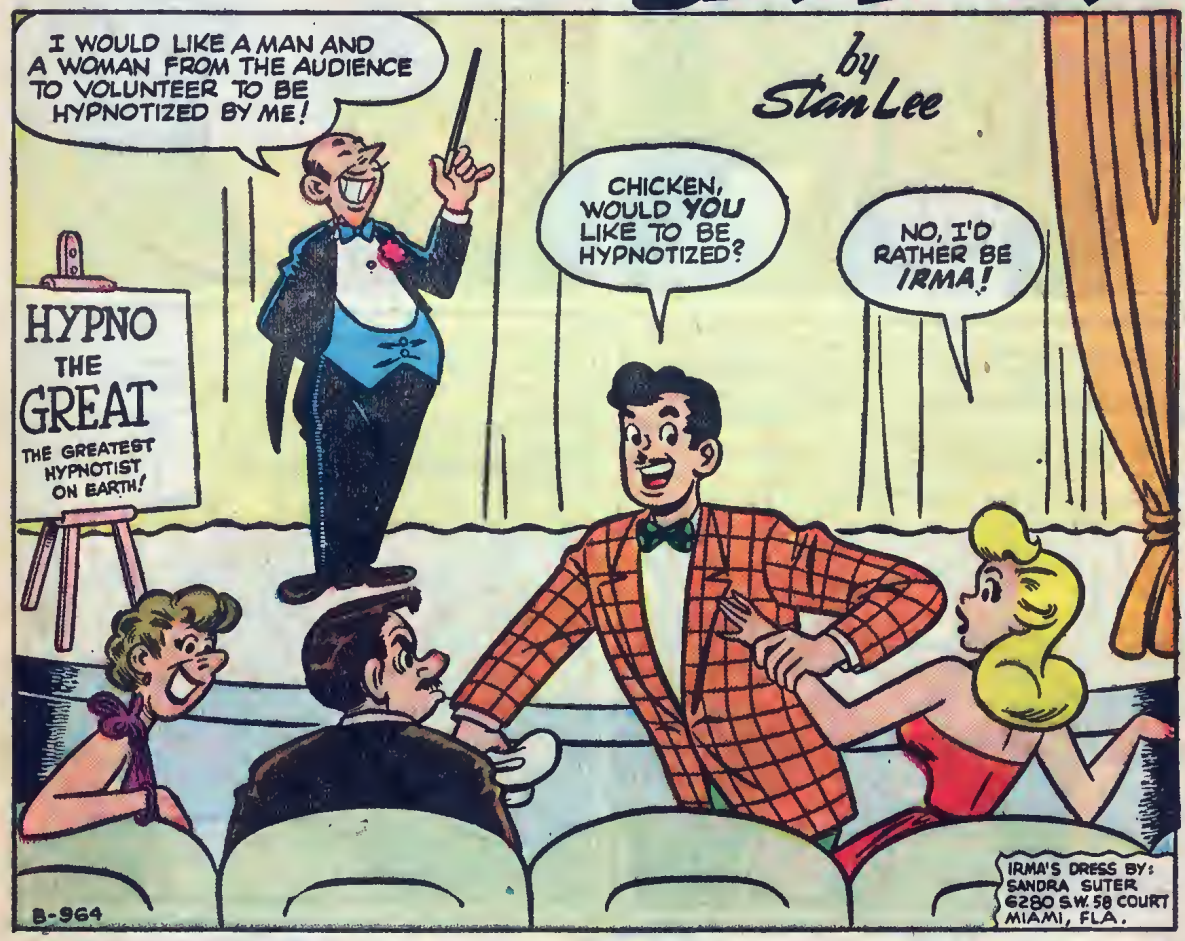

OKAY! I JUST LOVE TO HOLD HANDS!
YIPPEE!


WELL, AREN'T YOU GONNA HOLD YOUR HANDS TOO?
!

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

by Stan Lee


I WOULD LIKE A MAN AND A WOMAN FROM THE AUDIENCE TO VOLUNTEER TO BE HYPNOTIZED BY ME!
HYPNO THE GREAT
THE GREATEST HYPNOTIST ON EARTH!
CHICKEN, WOULD YOU LIKE TO BE HYPNOTIZED?
NO, I'D RATHER BE IRMA!
B-964
IRMA'S DRESS BY: SANDRA SUTER 6280 S.W. 58 COURT MIAMI, FLA.

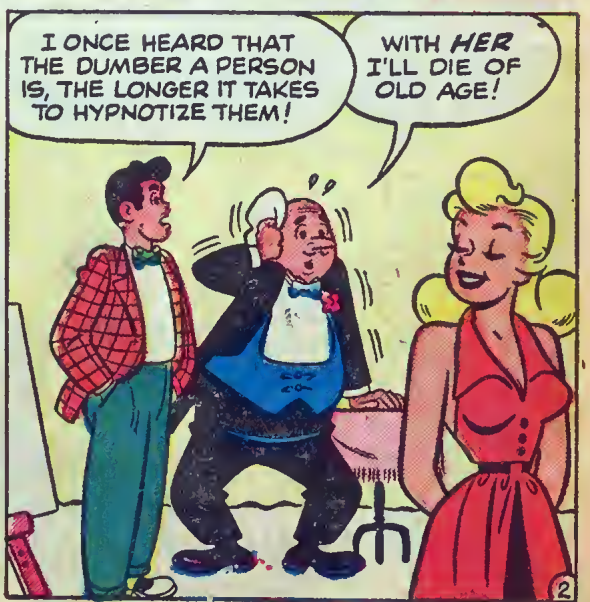
CHICKEN, JUST ANSWER YES OR NO!
OKAY, AL!
WE HAVE NEVER SEEN EACH OTHER BEFORE, HAVE WE?

YES OR NO!
!

I'LL DISPENSE WITH THE QUESTIONS!
NO, HYPNOTIZE US ONE AT A TIME!
SHOULD I HYPNOTIZE YOU TWO SINGLY OR...
HYPNO THE GREAT
THE GREATEST HYPNOTIST ON EARTH

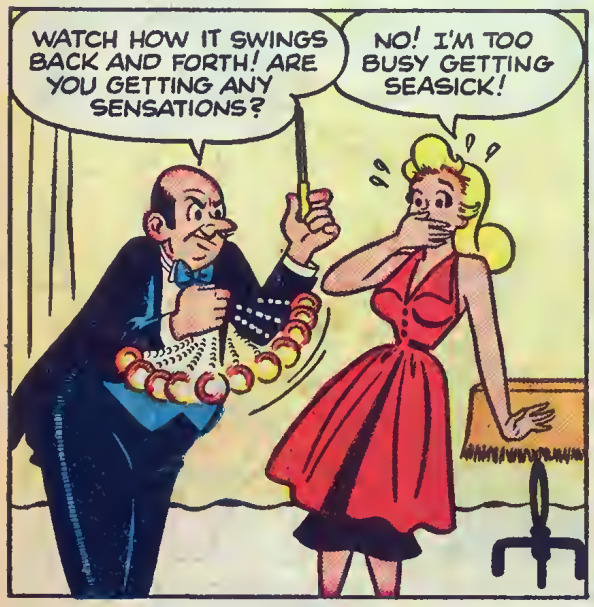
I'LL START WITH YOU, YOUNG LADY! LOOK INTO MY EYES...
WHICH ONES?

I ONLY HAVE TWO EYES!
WELL, DON'T COMPLAIN ABOUT IT! THAT'S ALL YOU'RE SUPPOSED TO HAVE!


I ONCE HEARD THAT THE DUMBER A PERSON IS, THE LONGER IT TAKES TO HYPNOTIZE THEM!
WITH HER I'LL DIE OF OLD Aage!
2

NOW, KEEP YOUR EYE ON THIS WATCH!
OKAY!

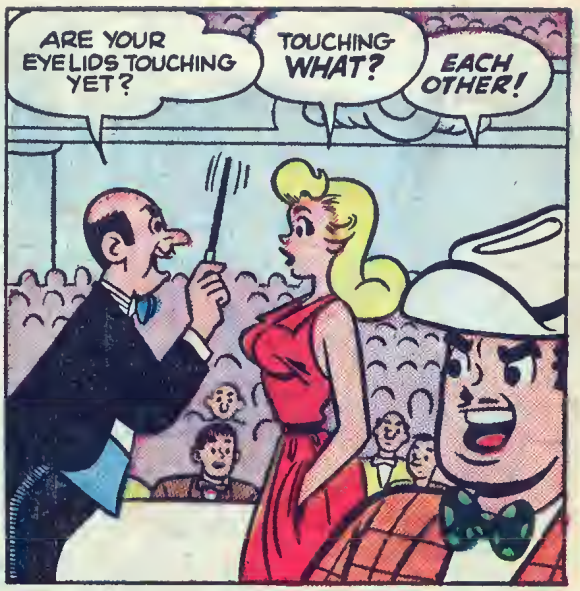
IT DOESN'T FIT!
THAT'S NOT WHAT I MEANT!

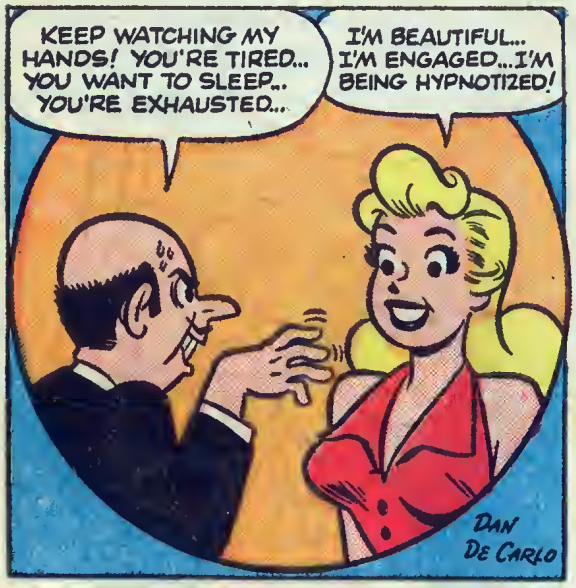

WATCH HOW IT SWINGS BACK AND FORTH! ARE YOU GETTING ANY SENSATIONS?
NO! I'M TOO BUSY GETTING SEASICK!

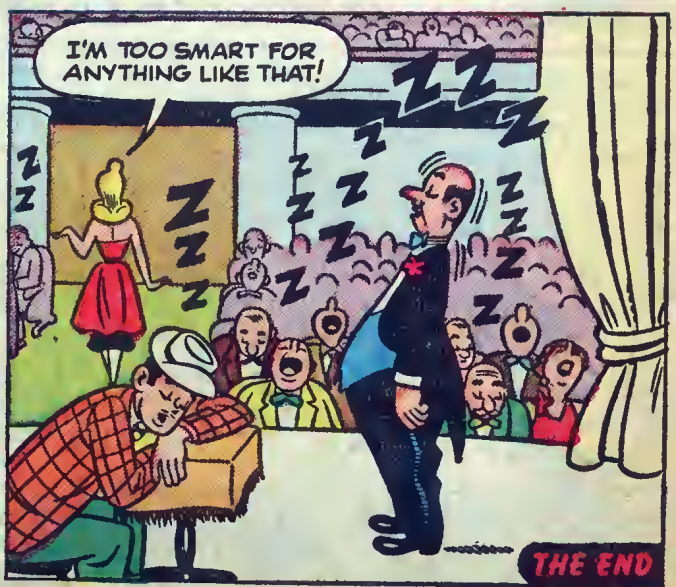
WE'LL TRY SOMETHING ELSE...LET YOUR MIND BECOME A PERFECT BLANK...
WHADDAYA MEAN "BECOME"?

NOW LET ME HAVE YOUR UNDIVIDED ATTENTION!
I CAN'T.. I DIDN'T BRING IT WITH ME!

REPEAT THIS AFTER ME! I'M GETTING SLEEPY... I'M GETTING SLEEPY...
YOU'RE GETTING SLEEPY... YOU'RE GETTING SLEEPY!
3




KEEP WATCHING MY HANDS! YOU'RE TIRED... YOU WANT TO SLEEP... YOU'RE EXHAUSTED...
I'M BEAUTIFUL... I'M ENGAGED...I'M BEING HYPNOTIZED!
DAN DE CARLO



ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

THE COMPLETE BARBERSHOP JOKE BOOK
THE COMPLETE TRAVELING SALESMAN JOKE BOOK
THE COMPLETE ARMY-NAVY JOKE BOOK
BARBERSHOP JOKE BOOK
BARTENDER'S JOKE BOOK
TRAVELING SALESMAN'S JOKE BOOK
ARMY-NAVY JOKE BOOK
THE COMPLETE BARTENDERS' JOKE BOOK

A BARREL OF FUN!

TAKE your pick of the best belly laughs ever. Here is great fun for everyone. Guaranteed to tickle the most stubborn funny bone. You must enjoy these merrymakers or pay nothing.

ALL NEW BOOKS JUST PUBLISHED . . .

Everyone of these books is brand new—just published. The newest stories, gags, cartoons are here. Regale your friends with the latest gags.

OLD FAVORITES TOO . . .

For those who like or have never heard the real old favorites that stay young always, a real treat is in store because there are hundreds of these guaranteed time-tested gloom chasers to make your innards glow. Try at no cost to you.

MADLY ILLUSTRATED . . .

All the books are illustrated with dozens of full page cartoons and drawings by such famous *Esquire, Saturday Evening Post, Colliers* artists as Irving Roir, Al Ross, Salo, etc. These side-splitting drawings will really send you !

- **THE COMPLETE BASEBALL JOKE BOOK**—Here is a full house of humor about the greatest American sport. All stories, jokes are about the games great players—the kind of dugout capers the fans never heat about. Years from now you'll still chuckle over this cloth bound 128 page illustrated fun riot.
- **THE COMPLETE ARMY-NAVY JOKE BOOK**—All the crazy antics about and for men and women in the service. Calculated to get an OK from those who like he-man chow.
- **THE COMPLETE BARBERSHOP JOKE BOOK**—Don't let the barber catch you reading this book or else your scalp won't be safe next time you step in fot that trim. Yes! some of the gags, jokes, stories are far from flattering. But what a time you'll have with these barber shop cut-ups.
- **THE COMPLETE GOLF JOKE BOOK**—Jokes, gags and tall tales about the fastest growing sport. The right kind of book to give dad or brother unless you like youtself a lot. Beautifully bound and illustrated. A real treat for the golf lover.
- **THE COMPLETE TRAVELING SALESMAN JOKE BOOK** — Here *in person—in one book* is the butt and hero of the best and funniest stories evet told.
- **THE COMPLETE BARTENDERS' JOKE BOOK**—You can't escape it—like it or not—the lush is here to stay and his antics will make you reel—but don't copy him. Stick to reading about him. There is more enjoyment that way.
- **THE COMPLETE BEDSIDE JOKE BOOK** — Like stories about doctors, nurses, brides, grooms, insomniacs, somnambulists? Then choose this for your laugh temptest. Ideal gift for the bedridden or anybody in need of cheering up.
- **THE COMPLETE CAMPUS JOKE BOOK**—Think school serious stuff? — Well take a peek at the funniet side. IT'S what makes the 3 R's bearable. 128 pages of fun-packed homework you'll never get bored with. Order Now!

FIRST TRY 10 DAYS
Only **$1.98** —
Each & Every Book

Stravon Publishers, Dept. AJ-3
113 West 57th St., New York 19, N. Y.

I've checked my choice — Rush it.

☐ Send C.O.D. I'll pay postman purchase price plus postage and C.O.D. charges.

☐ I enclose $_____ Stravon pays postage.
After trying 10 days I may return my selections and get a full refund.

☐ The Complete Baseball Joke Book. ☐ The Complete Army-Navy Joke Book. ☐ The Complete Barbershop Joke Book. ☐ The Complete Golf Joke Book. ☐ The Complete Traveling Salesman's Joke Book. ☐ The Complete Bartender's Joke Book. ☐ The Complete Campus Joke Book.

Name_____

Address_____

City_____ Zone_____ State_____

No C.O.D. to Canada or foreign countries. Please send International Money Order or U. S. currency or equivalent. (Insure or register the envelope.)

An Amazing NEW PLAN! Make Friends...Make Money..!

MORE THAN 100 BEAUTIFUL STYLES to choose from!
Lovely Dresses for CHILDREN of All Ages!
Get them without paying one cent by using our plan! Adorably-styled, long-wearing dresses—including famous Dan River Ginghams . . . and also T-shirts, separates, mix-and-match, playwear, nightwear for children.

GET THESE DRESSES— *Don't Pay a Penny!*

and Make Fine Extra Money Even in Your Spare Time

WOMEN LIKE YOU!
(Read these Exceptional Records)

2 Hours Pays $10.00
My first experience netted me $10.00 in about 2 hours. It was fun, and I made new friends, *Mrs. S. W. COLE, West Virginia.*

Made $30 in Week Spare Time
Imagine! Inside less than a week I made $30.00 cash putting in only spare time, as I am a housewife. *LOUISE ZULA, Wisconsin.*

Hasn't Bought Dresses in 1½ Years
I work only part time and only among friends, and I haven't bought a dress or suit since starting a year and a half ago! *ELAINE SCHECTER, Indiana.*

You've never read more exciting news! Think of seeing more than 100 beautiful latest-style dresses—and you can take your pick in YOUR OWN favorite fabric, style, color and size WITHOUT PAYING EVEN ONE CENT, on this brand new introductory plan! And all you do now is mail the coupon at the bottom of this page! You'll receive ABSOLUTELY FREE the most thrilling display of gorgeous styles you ever saw—all the latest models, the newest colors, all the popular fabrics—separates, mix-and-match, convertibles, casuals—suits, sportswear, and hosiery and lingerie too! You select the dresses you want and they're YOURS, simply for showing the beautiful styles and sending just a few orders for friends, neighbors, or members of your family. That's all! You don't pay one cent for your own dresses—and you can get dress after dress for yourself this easy way!

You'll Fall In Love with This Way to Make Extra Money!

The moment folks see the beautiful styles, the vast selection, and the LOW, MONEY-SAVING PRICES, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses *without paying a single penny*—and you can actually make several dollars *in one hour* of spare time besides! Don't wait! We'll send you everything you need . . .

FREE! JUST MAIL COUPON BELOW!

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting EXTRA CASH besides. Mail the coupon NOW!

HARFORD FROCKS, Inc.
Dept. J1105 Cincinnati 25, Ohio

PASTE ON POSTCARD—AND MAIL!

Harford Frocks, Inc., Dept. J1105 Cincinnati 25, Ohio

RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

Name _____

Address _____

City _____ State _____

Dress Size _____ Age _____

Will You Let Me PROVE I Can Make YOU a *New Man?*

LET ME START SHOWING RESULTS FOR YOU

5 inches of new Muscle
"My arms increased 1½": chest 2½": forearm ½"."—C.S., W.Va.
What a difference!
"Have put 3½" on chest (normal) and 2½" expanded."—F.S., N.Y.
Here's what ATLAS did for ME!
John Jacobs BEFORE
John Jacobs AFTER
For quick results I recommend CHARLES ATLAS
"Am sending snapshot showing wonderful progress." —W. G., N. J.
GAINED 29 POUNDS
"When I started, weighed only 141 Now 170."
—T. K., N. Y.

CHARLES ATLAS

Awarded the title of "The World's Most Perfectly Developed Man" in international contest—*in competition with ALL men who would consent to appear against him.*

Here's What Only 15 Minutes a Day Can Do For You

I DON'T care how old or young you are, or how ashamed of your present physical condition you may be. If you can simply raise your arm and flex it I can add SOLID MUSCLE to your biceps—yes, on each arm—in double-quick time! Only 15 minutes a day—right in your own home—is all the time I ask of you! And there's no cost if I fail.

I can broaden your shoulders, strengthen your back, develop your whole muscular system INSIDE and OUTSIDE! I can add inches to your chest, give you a vise-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscle!

What's My Secret?

"Dynamic Tension!" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny, skinny-chested weakling I was at 17 to my present super-man physique! Thousands of other fellows are becoming marvelous physical specimens—**my way.** I give you no gadgets or contraptions to fool with. When you have learned to develop your strength through "Dynamic Tension" you can laugh at artificial muscle makers. You simply utilize the DORMANT muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid LIVE MUSCLE. And you'll be using the method which many great athletes use for keeping in condition — prize fighters, wrestlers, baseball and football players, etc.

My method—"Dynamic Tension"—will turn the trick for you. No theory—every exercise is practical. And, man, so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day — walking, bending over, etc. — to BUILD MUSCLE and VITALITY.

FREE My 32-Page Illustrated Book is Yours— Not for $1.00 or 10¢—But FREE

Send NOW for my famous book, "Everlasting Health and Strength." 32 pages, packed from cover to cover with actual photographs, valuable advice, answers many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Rush the coupon to me personally: **Charles Atlas, Dept. 603, 115 East 23rd St., New York 10, N. Y.**

CHARLES ATLAS, Dept. 603
115 East 23rd St., New York 10, N. Y.

Send me—absolutely FREE—a copy of your famous book, "Everlasting Health and Strength"—32 pages, crammed with actual photographs, answers to vital health questions, and valuable advice to every man who wants a better build. I understand this book is mine to keep, and sending for it does not obligate me in any way.

Name.....*Age*.....
(Please print or write plainly)

Address .....

City.....*Zone No. (if any)*.....*State*.....

☐ If under 14 years of age check here for Booklet A.

GET PRIZES
Make Money

Attractive wrist-fit watch for girls. Beautifully styled in 10k rolled gold plate. Sell one order plus $1.50.

Full size Ukelele plus ARTHUR GODFREY'S famous "push button" Player. Both for one order plus 75c.

"JET SWISHER"
A READY-TO-FLY JET AIRPLANE

Attach wings—light fuse—& away it goes. Flies 500 ft. high. Complete with engine & jet fuel. Sell one order.

FISHING TACKLE SET

Big 19-piece outfit, including all-metal carrying case. Sell one order of Seeds plus 75c.

DOLL LAMP

Every girl from 6 to 60 will love SOUTHERN BELLE. Beautiful 17" doll lamp. Sell one order plus $1.00.

ELECTRONIC WALKIE-TALKIE

Complete 2-way talking system. Just string out wire —start talking. No batteries needed. Sell one order.

JUNIOR SPORTS KIT

Touch football, 21" basketball, rubber baseball, referee's whistle. Sell one order.

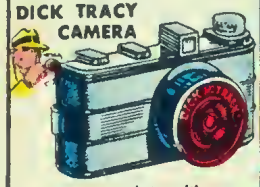
ROY ROGERS

3-POWER BINOCULARS
Matched lenses, special shoulder strap. Sell one order.

MAJESTIC RADIUM-DIAL WATCH

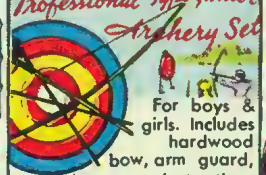
Figures shine in dark. Handsome, guaranteed watch. Leather strap. One order plus $1.50.

DICK TRACY CAMERA



Camero, complete with carrying case. Sell one order.

Professional Type Junior Archery Set



For boys & girls. Includes hardwood bow, arm guard, 4 arrows, instructions. Sell one order plus 75c.

SHOULDER STRAP BAG

For girls & ladies. Available in red, green, navy blue or brown. Sell one order.

COWBOY JR. GUITAR

Ideal for beginners. Complete instructions. Nylon strings. Sell one order plus 75c.

A GREAT KNIFE OUTFIT

Husky hunting knife plus four blade Camp knife. Double leather belt sheath. Sell one order.

HEY FELLA'S DAISY'S COWBOY CARBINE

A fast-shooting 800 shot Air Rifle. Sell one order plus $2.00.

This Easy Way—

Every year thousands of Boys and Girls get these swell prizes for themselves and gifts for Mother and Dad. Many prizes shown here and lots of others in our Big Prize Book are GIVEN WITHOUT A CENT OF COST for selling one 45-pack order of American Vegetable and Flower Seeds at 10¢ per large pack. Some of the bigger prizes require extra money as stated in our Big Prize Book.

Everybody wants American Seeds — they're fresh and ready to grow. You'll sell them quickly to your family, friends, and neighbors and get your prize at once, or if you want to make money, keep one-third cash commission on all seeds sold. GET BUSY, send coupon today for Big Prize Book and seeds.

Send no money— we trust you

AMERICAN SEED CO., INC.
DEPT. 652, LANCASTER, PA.
OUR 35TH YEAR
No goods sent outside U. S. A.

AMERICAN SEED COMPANY, INC.
DEPT. 652, LANCASTER, PA.

Please send the BIG PRIZE BOOK and 45 packs of Vegetable and Flower Seeds. I will resell them at 10¢ each, send you the money promptly, and get my prize

Name _____

Address _____

City _____

State _____